

Communications Committee Meeting

May 13, 2025, 1:45 - 3 p.m.

Chair: Melissa Williams

Vice Chair: Melissa McChesney

Staff Liaison: Heather Engel

DeAnza 1, Portola Hotel, Monterey

I. Chair's Welcome & Introductions	Melissa Williams, Modesto Irrigation District
II. Subcommittee/Task Force Updates a. Agriculture Subcommittee b. Awards & Scholarships Subcommittee c. Water Quality Subcommittee d. Water Use Efficiency Task Force e. Website & Social Media Subcommittee	Cristel Tufenkjian, MAGSA Caroline Meade, ACWA Heather Engel, ACWA Melissa McChesney, Padre Dam MWD Ellen Martin, ACWA
III. Proposed change to Huell Howser Excellence in Communication Award guidelines	Caroline Mead, ACWA
IV. Sharing Spotlight – Customer Text Alerts	Jared Macias, Walnut Valley WD
V. Cultivate California update	Mike Wade, California Farm Water Coalition
VI. ACWA Committee process update	Ana Javaid, ACWA
VII. Heads up: CUWA/ACWA Cross Connection toolkit and Headwaters video toolkit	Heather
VIII. Communications-Related Conference Highlights a. Communications Committee Program, “Preparing and Executing Effective Communications During an Emergency,” Wednesday, 10:30-11:45 a.m. b. Solution Spotlight, “Does Your Agency Brand Need a Refresh?” Wednesday, 1:30-2 p.m.	Melissa Williams
IX. Roundtable discussion on AI in communications. How are you using it? What's going well? What's not?	all
X. Other Business	all
XI. Adjourn	Melissa Williams

Next Meeting: – *Sept. 4, 10:30 a.m. – 12:30 p.m. via Zoom. Register online at <https://acwa.zoom.us/meeting/register/VNmmEm9BQrysJRGiMZ3AEA> to receive the calendar invite.*

ACWA Communications Committee

Last name	First Name	Agency	email	Region
Anderson	Constance	Turlock Irrigation District	cjanderson@tid.org	4
Ayala	Gina	Orange County Water District	gayala@ocwd.com	10
Baird	Stephen	Las Virgenes MWD	SBaird@lvwmwd.com	8
Bradley	Alexandra	Zone 7 Water Agency	abradley@zone7water.com	5
Bravo Mulally	Tara	Glenn-Colusa Irrigation District	tara@cvstrat.com	2
Chaney	Maurice	City of Roseville	mchaney@roseville.ca.us	3
Coady	April	Eastern Municipal Water District	coadya@emwd.org	9
Coleman	Brie Anne	Placer County Water Agency	bcoleman@pcwa.net	3
Cordell	DeDe	Yuba Water Agency	dcordell@yubawater.org	2
DePasquale	Marice	Mesa Water District	mariced@mesawater.org	10
Garcia	Lorraine	Coachella Valley Water District	Lorraine.Garcia@cvwd.org	9
Gonzales	Sharene	Alameda County Water District	sharene.gonzales@acwd.com	5
Gonzales-Brady	Carol Lee	Rancho Water	bradyC@ranchowater.com	9
Jacobs	Saundra	Santa Margarita Water District	saundraj@smwd.com	10
Janes	Nick	San Luis & Delta-Mendota Water Authority	n.janes@bbid.org	6
Keller	Matt	Valley Water	mkeller@valleywater.org	5
Lauer	Susan	Nevada Irrigation District	lauers@nidwater.com	3
Macdonald	Sarah	Western Municipal Water District	smacdonald@wmwd.com	9
Mayo	Jenna	Union Public Utility District	jmayo@upudwater.org	3
(Vice Chair) McChesney	Melissa	Padre Dam Municipal Water District	mmcchesney@padre.org	10
McMillan	Jacquelyn	Calleguas Municipal Water District	jmcmillan@calleguas.com	8
Miller	Elise	City of Santa Rosa - Water Department	EMiller@srcity.org	1
Morales	Erin	Cucamonga Valley Water District	erinm@cvwdwater.com	9
Moreno	Stephanie	San Gabriel Basin Water Quality Authority	stephanie@wqa.com	8
Muir	Bob	Metropolitan Water District of Southern California	rmuir@mwdh2o.com	8
Penunuri	Teresa	Santa Fe Irrigation District	tpenunuri@sfdwater.org	10
Rodriguez	Andrea	Sonoma Water	andrea.rodriguez@scwa.ca.gov	1
Saich	Jesse	El Dorado Irrigation District	jsaich@eid.org	3
Shay	Judy	Palmdale Water District	jshay@palmdalewater.org	8
Stiff	Jennifer	San Diego County Water Authority	jstiff@sdca.org	10
Strauss	Kevin	Santa Clarita Valley Water Agency	kstrauss@scvwa.org	8
Swisher	Brandy	Kings River Conservation District	BSwisher@krcd.org	6
Symonds	Oliver	Contra Costa Water District	osymonds@ccwater.com	5
Tufenkjian	Cristel	McMullin Area Groundwater Sustainability Agency	ctufenkjian@mcmullinarea.org	6
Vacchi Hill	Anna	City of San Diego - Public Utilities	vacchia@sandiego.gov	10
Wade	Mike	Western Canal Water District	mwade@farmwater.org	2
(Chair) Williams	Melissa	Modesto Irrigation District	melissa.williams@mid.com	4
Willis	Elizabeth	Chino Basin Water Conservation District	ewillis@cbwcd.org	9
Zito	Kelly	East Bay Municipal Utility District	kelly.zito@ebmud.com	5



JOIN A COMMITTEE AND GET INVOLVED

ACWA has 13 standing committees that members can join and get involved. This is a great way for members to engage in state and local issues and influence policy and legislation. Committees are structured to include representation from all 10 ACWA Regions, bringing together diverse voices on technical and policy matters. **Take action, join a committee!**

COMMITTEE APPOINTMENT PROCESS TIMELINE

2026 - 2027 TERM

Email committee consideration forms to General Managers and Board Presidents

30

JUNE

Committee process Chair and Vice Chair orientation

3

OCT

Committee process orientation with incoming President

20

NOV

Committee results live on ACWA website

31

DEC

19

Committee consideration forms deadline
Any consideration submitted after deadline will be put on a waiting list.

SEPT

3

Committee recommendation deadline

NOV

12

Presidents final recommendations due to ACWA staff

DEC

UPCOMING EVENTS

Find the most current event information and register at

www.acwa.com/events

13
MAY

THRU MAY 15

ACWA 2025 SPRING CONFERENCE & EXPO

MONTEREY, CA

Join water industry professionals at ACWA's premier spring event to explore strategies for a resilient water future, wildfire response, infrastructure planning, and more. Discover innovative water agency projects and attend NEW Lunch & Learn sessions on asset management, financial forecasting, and industry excellence. Earn continuing education credits and connect with peers in a vibrant exhibit hall. Online registration is now closed, but onsite registration will be available May 13-15.

Speaker Highlights

- **Katherine Zitsch**, President of the National Water Supply Alliance, shares lessons from the Southeast and California on managing complex water challenges.
- **Justin Wren**, MMA fighter, humanitarian, and founder of Fight For The Forgotten, shares his inspiring journey of resilience and purpose.
- **Dan Keppen**, Executive Director of the Family Farm Alliance, reflects on decades of advocacy and the future of irrigated agriculture as he prepares for retirement.

GET MORE INFO >

PLAN AHEAD: REGION EVENT DATES

SEPT

12

ACWA Region 1
Tour & Program

SEPT

26

ACWA Region 5
Tour & Program

OCT

10

ACWA Region 6 & 7
Joint Tour

OCT

24

ACWA Region 2 Tour
& Program

NOV

14

ACWA Region 8, 9 &
10 Joint Program

TBD

NA

ACWA Region 3
Webinar