

ARCH CAPE DOMESTIC WATER SUPPLY DISTRICT DRAFT MINUTES

20 October 2017

A quorum was present.

Water Board: Virginia Birkby, President
Debra Birkby, Treasurer
Dan Seifer

Excused Absent: Ron Schiffman, Vice-President

Sanitary Board: Darr Tindall (non-voting)
Casey Short (non-voting)

Public: Ben Dair, Sustainable Northwest
Mike Manzulli
Micah Cerelli
David and Jeannie Stockton

Staff: Phil Chick, District Manager
Steve Hill, Secretary

Ms. Virginia Birkby opened the meeting at 6:00pm.

Public Comments: None.

Agenda: Mr. Seifer moved acceptance of the agenda which was seconded by Ms. Debra Birkby. All in favor. Motion carried.

Consent Agenda: Mr. Seifer moved acceptance of the consent agenda which was seconded by Ms. Debra Birkby. All in favor. Motion carried.

Old Business:

Watershed Update : (Information) Mr. Chick reported having recently spoken to Mr. Josh Seeds at DEQ concerning our grant request which was reported to be near completion. We were given the go ahead on October 1st to consider what could be covered including matching monies and that the grant award is for \$9K with a match needed of \$6K which could be in-kind for a total project cost of \$15K. The proposal is due November 13th.

A possibility of obtaining Ms. Micah Cerelli's help (attached) in community outreach efforts was discussed. Mr. Ben Dair suggested a work session for reviewing an outreach communication effort (attached) on Monday, October 30th at 5:00pm in the fire hall which was agreed to.

Mr. Seifer moved that the district act with Sustainable Northwest in proceeding with a grant request to finance a coordinator for the outreach effort which was seconded by Ms. Debra Birkby. All in favor. Motion carried.

It was reported that we were still waiting to receive a Forest Management Plan from Ecotrust Forest Management but was coming soon.

Mr. Mike Manzulli indicated that an option agreement to purchase including earnest money would be needed to move forward.

A Oregon Watershed Enhancement grant was discussed as a potential means of funding a community communications program to include inclusion with quarterly billings, sharing with vacation management firms, the local community club and other communication means. Ms. Micah Cerelli provided some district logo graphics (attached) for possible adoption and said that graphics were a good means of pulling attention back to one place.

Mr. Seifer moved that the district accept Ms. Micah Cerelli's marketing proposal to communicate within the year for an amount below ten thousand dollars (\$10K) which was seconded by Ms. Debra Birkby. All in favor. Motion carried.

Work session(s) in support of furthering this project to include district counsel are to be determined.

Second Water Source Project Update: (Information) Mr. Chick reported approaching two (2) property owners concerning possible drilling of test wells. One owner said they would only consider it for emergency purposes and a proposal for the second owner is still being worked on. He indicated that if neither of these two locations work out that he recommends drilling a test well at the Water Treatment Plant which if successful would offer many operational benefits.

New Business:

Staff Medical Insurance Renewal - MODA: (Action) The renewal (attached) with MODA takes place on January 18, 2018 and would reflect a 6% increase in mid-November.

Mr. Seifer moved to authorize the District Manager to renew the Connexus Gold Plan on behalf of staff which was seconded by Ms. Debra Birkby. All in favor. Motion carried.

District Logo & Letterhead Stationary: (Information)

Ms. Micah Cerelli made a district logo and letterhead presentation (attached) to the board. She requested additional input on color, layout, and sizing from directors before proceeding with any revisions. A comment was made that if the water and sanitary districts were to share a logo that

the separate nature of the districts be noted with the addition of a letter 's' to district on the lower scroll text.

Best Practices Checklist: (Information) This submission (attached) is due November 13th and will qualify the district for a percentage discount on our insurance renewal. Mr. Chick was directed to proceed with the districts submission as presented.

Equivalent Dwelling Unit Distribution Methodology: (Information) Mr. Chick described one Equivalent Dwelling Unit or EDU as representing the expected maximum water demand of a single family residential unit. A standard three quarter (3/4") inch meter connection is equivalent to one (1) EDU and would at present cost \$5,329.00 and is able to deliver 29,000 gallons of water per day. A one inch (1") meter connection is capable of delivering 2.5 EDU's or 72,000 gallons of water per day at a per connection cost today of \$13,325.00.

We do not have residential and commercial rates but a single rate structure for all customers. Every account receives a single base of 5,000 gallons of water per either 3/4" or 1" connection. The district has thirteen (13) 1" meter accounts with the rest using 3/4" meters. Based upon industry accepted standards of expected water use, a prospective project design can be advised by a consultant of the expected water use depending upon the size of the project, equipment installed such as dish washers, kitchen design, whether restaurant service is anticipated and for how many seats. The prospective customer and building permit applicant can then determine how many connections they wish and whether they should use a 3/4" or 1" meter connection based upon total anticipated water use and design water pressure requirements. At present there are two customers in Arch Cape who have multiple connections. One customer has two 3/4" connections for a total of 10,000 gallons use per month before incurring excess water usage charges and the other customer has two 1" meter connections for a similar 10,000 gallon per month use base.

Reports:

Accounts Receivable: A/R was reported to be ahead of average in collection receipts.

District Managers Report: (attached) Ecotrust replaced two culverts. Mr. Chick met with Cannon View Park's (CVP) president, Mr. Richard Gibson in response to his request to explore an update of the inter-governmental agreement between the districts. Mr. Chick indicated he would have a draft for review at next month's meeting. Correspondence for action was presented for a request from the district's attorney Heather Reynolds for guidance regarding attorney communications (attached).

Ms. Debra Birkby moved that direction be given to Ms. Reynolds to not engage in discussions with counsel which was seconded by Mr. Seifer. All in favor. Motion carried.

Treasurer's Report: The LGIP account was reported at \$46,534 and the Columbia Bank checking account at \$104,192. Accounts were reconciled. Ms. Debra Birkby asked Mr. Hill how the Oregon State Treasurer's transition to PFM account management was proceeding to which Mr. Hill responded that it was going very smoothly.

Board of Directors' Comments and Reports: Ms. Debra Birkby said that comments regarding the stores proposed permit request by Mr. Butch Coleman for development would be accepted by the Clatsop County Planning Department two weeks prior to the scheduled meeting in Astoria on November 14, 2017.

November Agenda Items: Multiple connection policy draft, report on test well, and draft of CVP inter-governmental agreement update.

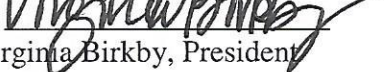
Public Comment: None.

The meeting was adjourned by Ms. Virginia Birkby at 7:22pm.

Respectfully submitted,



Steve Hill

Attest 
Ms. Virginia Birkby, President

Arch Cape Domestic Water Supply District Board
Watershed Restoration and Community Forest Creation
Public Engagement Strategy

The purpose of the Arch Cape Domestic Water Supply District Board's Watershed Restoration and Community Forest Public Engagement Strategy is to identify and describe the pathways to community participation in the acquisition and management of the Arch Cape drinking water source area.

Core Partners and Roles

This strategy was developed in partnership with North Coast Land Conservancy and Sustainable Northwest. The activities described herein are intended to complement existing communications, public engagement, and campaigns led by these partner organizations. Each of the partners plays a critical role in the success of this project.

Arch Cape Domestic Water Supply District: **indicate role here**

North Coast Land Conservancy: **indicate role here**

Sustainable Northwest: a non-profit committed to increasing the extent and scale of community forests in the Pacific Northwest. The organization is providing technical assistance in support of the District's interest in acquiring the drinking water source area and creating a community forest.

Staffing

The public engagement strategy has the greatest chance of success if a single point of contact, the *outreach coordinator*, takes responsibility for implementation of the strategy and timely response to stakeholder feedback. This coordinator can be a new volunteer, staff member, or existing partner.

Action item: The Board should determine the available budget and hiring/selection process to staff the public engagement strategy.

Communications and Messaging

The District and core partners commit to using clear, compelling language to describe the purpose and intent of the watershed acquisition and management-related work.

Through facilitated dialogue with the board, community partners, and members of the public the group has crafted the following

key messages to share with members of the community and other stakeholders:

- The District is working in partnership with North Coast Land Conservancy and Sustainable Northwest to protect the Arch Cape Drinking Watershed.
- The watershed will be protected to ensure local citizens and visitors of Arch Cape have access to clean and safe drinking water.
- INSERT additional key messages here

Action item: The Board and core partners review and refine the core messages. Seek consensus among partners to approve the core messages.

Monthly Board Meetings

The Water Supply District Board meets the third Friday of each month at 6 PM at the Fire Hall. The meetings are open to the public and everyone is encouraged to attend. Every month there will be a standing agenda item dedicated to discussing updates on the status of the watershed.

Quarterly Newsletter

Every quarter, the District will provide a written update to customers regarding the condition of the watershed and the status of acquisition and restoration work. The updates may also be shared in the Community Club newsletter and posted on Facebook. The outreach coordinator can track public engagement by tallying the number and frequency of email replies, Facebook *likes* and comments. Additional engagement strategies will be developed to reach seasonal and non-bill-paying visitors.

Annual Field Trip

Every year the Arch Cape Water Supply District will host a field tour of Shark and Ashbury Creeks. The tour will be open to the public and showcase opportunities to restore, improve, and protect the watershed through community ownership. The outreach coordinator will track attendance and interest in the event over time.

Target Audiences

Beyond its permanent residents, Arch Cape has a number of stakeholders invested in the future of the community and the watershed. The following tables highlight target audiences, including examples of each, and accompanying outreach strategies.

Target Audience	Example (s)
Property Managers and Second Homeowners	Short Sands Properties
Community Groups	Arch Cape Community Club, Castle Rock Homeowners Association, Cape Falcon Marine Reserve
Churches	Catholic Church
Neighboring Communities	City of Cannon Beach, local newspapers, farmers markets
Fire District	Falcon Cove
Rate payers	Full-time residents
Recreation Groups	Northwest Trail Alliance
Local Schools	Fire Mountain School
Public Agencies	State Parks, DEQ, ODF, OHA, ODOT
Potential Funders	Oregon Community Foundation
Local Governments	Clatsop County
Businesses	Cleanline Surf Co., Pelican Brewery, Tilamook Dairy

Action item: develop a contact list including name, phone, email of targeted audiences/individuals

Action item: identify outreach strategies that are likely to be most effective at reaching the target audiences

Timeline

Date	Activities
Oct- Dec 2017	<ul style="list-style-type: none"> ● Finalize mission and vision statement ● Schedule work session for Q4 2017 with the purpose of drafting outreach materials ● Begin outreach to fill vacant Board seat ● Identify outreach coordinator ● Draft newsletter content for general education ● Draft announcement about community forest opportunity ● Social media engagement efforts launched (create page, begin outreach) ● Begin drafting development and funding strategy for January 2018 RFPs ● Set date for 2018 Watershed Field Trip (early summer 2018)
January -March 2018	<ul style="list-style-type: none"> ● Community Advisory Committee convened as a working group to include members of community and board ● Revisit development and funding strategy. Update on grant applications (FFLP): 2-page description of potential forest management strategies shared through the newsletter ● Submit letters of interest for January 2018 RFPs (OR DEQ, OHA)
April- June 2018	<ul style="list-style-type: none"> ● Field trip publicized and coordinated ● Decision about whether to invite external fundraising and development expertise
July- Septemb er 2018	<ul style="list-style-type: none"> ● Forest management vision draft presented by Community Advisory Committee
October - Decembe r 2018	<ul style="list-style-type: none"> ● Evaluate community engagement strategy and launch campaign to complement Federal and State grant funding award decision

The strategy was developed through public meetings with core partners. Public meetings occurred in Arch Cape on August 7, August 18, September 15, and October 20, 2017.

DRAFT

Arch Cape Watershed - Marketing Proposal

Proposed by:

Micah Cerelli Mastrandrea

micahcerelli@gmail.com

503.440.5765

Direct Mail Marketing:

Provide the Water Board with an 8.5X11 double sided / full color info graphic to be shared with community members connected to the water district.

*This could be shared within their bills, or separately through direct mail and Arch Cape Community Club Members

What is needed:

The board members / water district employees will provide me with appropriate content (Photos, maps, and word smithing) to build into these info graphics

What is provided:

I will provide board members and water district employees with (4) info graphics (one per quarter) to showcase progress made. The first being a introduction to the general plan, including maps, visual displays, and text content. The following info graphics will showcase the progress.

How this works:

All (4) info graphics will require an editing process and participation from board members / water district employees, to ensure that the content being delivered is accurate to their needs.

Below is a layout for completion:

Information (as described above) will be collected

Draft one will be completed

Draft one will be commented on by board / water district employees

Draft two will be completed

Draft two will be commented on by board / water district employees

Draft Three will be completed as final draft - ready for print

Quote:

\$1,350

Alternate(s):

*Alternate (1): Designer to hand deliver info graphics to vacation rental companies add \$200

*Alternate (2): Design a logo to compliment this project add \$400

*Alternate (3): Designer to provide a quarterly email campaign

(Please see description of Alternate (3) on second page)

Notes: It is expected that the water district will be responsible for info graphic printing and distribution, besides indicated in Alternate (1).

Clarifications:

It is expected that this project will take between 45-50 hours for the base quote

Additional quotes are based on \$30 / hour quotes

Totals:

Base \$1,350

(1) \$1,550

(2) \$1,750

(3) \$2,550

*Personal Notes:

From my understanding of the Arch Cape community, and my awareness of marketing tools, I feel it most appropriate to start with the direct mail and sharing with vacation rental homes approach to this project. Then as things develop within the next year or so, add emails and potentially web platforms to this system.

Alternate (3) - Email Campaign

Email Marketing Campaign:

Provide the Water Board with (4) info graphic emails showcasing the initial work, and progress each quarter. *It is expected that the board / water district employees would provide me with a list of email addresses.

What is needed:

The board members and water district employees will provide me with appropriate content (Photos, maps, website links, and word smithing) to build into these info graphics

What is provided:

I will set up the email marketing template through the online platform of MailChimp. Provide board members / water district employees with (4) info graphics emails (one per quarter) to showcase progress made. The first being a introduction to the general plan, including maps, visual displays, lweblinks, and text content. The following info graphics will showcase progress.

How this works:

There will be initial time needed to set up the email platform. All (4) info graphic emails will require an editing process and participation from board members / water district employees, to ensure that the content being delivered is accurate to their needs.

Below is a layout for completion:

Information (as described above) will be collected

Email Draft one will be completed

Email Draft one will be commented on by board / water district employees

Email Draft two will be completed

Email Draft two will be commented on by board / water district employees

Email Draft Three will be completed as final draft - ready for print

Clarifications:

It is expected that this project will take an additional 40 hours to complete.

(3) \$1,200

Full Project and Quote Notes:

I am happy to adjust the scope of work to match specific budgets allowed for this project. This quote is a reflection of an initial conversation with Water District employee, Phil, and Ben, from Sustainable Northwest. If the board feels that other marketing tools are better suited to accomplish goals, please let me know.

Thanks for your consideration,

Micah Cerelli Mastrandrea
Micahcerelli@gmail.com
503.440.5765



Moda Oregon Small Group Renewal Options

Arch Cape Domestic Water Supply District

Eff Date: 01/01/2018

Group ID: 10013493

Rate Area: OR5

Enrollment: 2 Employees

Total Enrollment:	0	1	1	0
	Employee Only	Employee & Spouse	Employee & Family	Employee & Children

Current Plans	Suggested Plans	Employee Only	Employee & Spouse	Employee & Family	Employee & Children
OR PPO 1000A		\$521.97	\$1,043.94	\$1,487.61	\$965.64
	Connexus Gold 1000A	\$552.87	\$1,105.73	\$1,575.67	\$1,022.80
Vision \$300 Max		\$11.59	\$24.33	\$24.33	\$11.59
	Vision \$300 Max	\$11.59	\$24.33	\$24.33	\$11.59

Medical Renewal Options

Connexus Platinum 250	OV \$10*/\$20*, \$250 Ded, 20% Coins, \$2000 MOOP, Rx \$2*/\$10*/\$25*/\$45*/50%* Part D Creditable	\$619.55	\$1,239.11	\$1,765.73	\$1,146.18
Connexus Platinum 500	OV \$10*/\$20*, \$500 Ded, 20% Coins, \$1750 MOOP, Rx \$2*/\$10*/\$25*/\$45*/50%* Part D Creditable	\$610.83	\$1,221.66	\$1,740.86	\$1,130.03
Synergy Platinum 250	OV \$10*/\$20*, \$250 Ded, 20% Coins, \$2000 MOOP, Rx \$2*/\$10*/\$25*/\$45*/50%* Part D Creditable	\$564.10	\$1,128.21	\$1,607.70	\$1,043.59
Synergy Platinum 500	OV \$10*/\$20*, \$500 Ded, 20% Coins, \$1750 MOOP, Rx \$2*/\$10*/\$25*/\$45*/50%* Part D Creditable	\$556.17	\$1,112.33	\$1,585.07	\$1,028.91
Connexus Gold 500	OV \$20*/\$40*, \$500 Ded, 20% Coins, \$7000 MOOP, Rx \$2*/\$15*/\$40*/\$80*/50%* Part D Creditable	\$567.11	\$1,134.21	\$1,616.26	\$1,049.15
Connexus Gold 1000A	OV \$20*/\$40*, \$1000 Ded, 20% Coins, \$7000 MOOP, Rx \$2*/\$15*/\$40*/\$80*/50%* Part D Creditable	\$552.87	\$1,105.73	\$1,575.67	\$1,022.80
Connexus Gold 1000B	OV \$20*/\$40*, \$1000 Ded, 20% Coins, \$7000 MOOP, Rx \$2*/\$30*/\$55*/\$100*/50%* Part D Creditable	\$549.34	\$1,098.69	\$1,565.63	\$1,016.28
Connexus Gold 1500	OV \$20*/\$40*, \$1500 Ded, 20% Coins, \$7000 MOOP, Rx \$2*/\$15*/\$40*/\$80*/50%* Part D Creditable	\$541.49	\$1,082.99	\$1,543.26	\$1,001.76
Synergy Gold 1000A	OV \$20*/\$40*, \$1000 Ded, 20% Coins, \$7000 MOOP, Rx \$2*/\$15*/\$40*/\$80*/50%* Part D Creditable	\$503.38	\$1,006.75	\$1,434.62	\$931.25
Moda Health Oregon Standard Gold	OV \$20*/\$40*, \$1000 Ded, 20% Coins, \$6850 MOOP, Rx \$10*/\$10*/\$30*/50%*/50%* Part D Creditable	\$548.35	\$1,096.69	\$1,562.79	\$1,014.44
Connexus Silver 2000	OV \$35*/\$70*, \$2000 Ded, 35% Coins, \$7350 MOOP, Rx \$2*/\$35*/\$80*/50%*/50% Part D Creditable	\$499.53	\$999.05	\$1,423.65	\$924.12
Connexus Silver 2500	OV \$35*/\$70*, \$2500 Ded, 35% Coins, \$7350 MOOP, Rx \$2*/\$35*/\$80*/50%*/50% Part D Creditable	\$491.99	\$983.98	\$1,402.17	\$910.18
Connexus Silver 3000	OV \$35*/\$70*, \$3000 Ded, 35% Coins, \$7350 MOOP, Rx \$2*/\$35*/\$80*/50%*/50% Part D Creditable	\$485.26	\$970.51	\$1,382.98	\$897.72
Connexus Silver 4000	OV \$35*/\$70*, \$4000 Ded, 35% Coins, \$7350 MOOP, Rx \$2*/\$35*/\$80*/50%*/50% Part D Creditable	\$473.78	\$947.56	\$1,350.27	\$876.49
Connexus Silver 5000	OV \$35*/\$70*, \$5000 Ded, 35% Coins, \$7350 MOOP, Rx \$2*/\$35*/\$80*/50%*/50% Part D Creditable	\$464.19	\$928.38	\$1,322.94	\$858.75
Synergy Silver 2000	OV \$35*/\$70*, \$2000 Ded, 35% Coins, \$7350 MOOP, Rx \$2*/\$35*/\$80*/50%*/50% Part D Creditable	\$454.82	\$909.65	\$1,296.25	\$841.43
Moda Health Oregon Standard Silver	OV \$40*/\$80*, \$2500 Ded, 30% Coins, \$7350 MOOP, Rx \$15*/\$15*/\$60*/50%*/50%* Part D Creditable	\$489.70	\$979.40	\$1,395.65	\$905.95
Connexus Bronze 5500	OV \$40*/\$80*, \$5500 Ded, 40% Coins, \$7350 MOOP, Rx \$2*/\$20*/40%/40%/40% Not Part D Creditable	\$435.08	\$870.17	\$1,239.99	\$804.90



Moda Oregon Small Group Renewal Options

Connexus Bronze 7350	OV \$60*/\$120*, \$7350 Ded, 0% Coins, \$7350 MOOP, Rx \$2*/\$20*/0%/0%/0% Not Part D Creditable	\$418.52	\$837.04	\$1,192.79	\$774.27
Moda Health Oregon Standard Bronze HSA	OV 0%/0%, \$6550 Ded, 0% Coins, \$6550 MOOP, Rx 0%/0%/0%/0%/0% Not Part D Creditable	\$413.47	\$826.93	\$1,178.38	\$764.91
Connexus Silver HDHP 2700	OV 30%/30%, \$2700 Ded, 30% Coins, \$6000 MOOP, Rx \$2*/30%/30%/50%/50% Not Part D Creditable	\$471.12	\$942.24	\$1,342.69	\$871.57
Connexus Bronze HDHP 5000	OV 50%/50%, \$5000 Ded, 50% Coins, \$6550 MOOP, Rx \$2*/50%/50%/50%/50% Not Part D Creditable	\$427.62	\$855.24	\$1,218.72	\$791.10

Vision Renewal Options

Vision Eye Exam Only	100% Eye Exam Only	\$3.96	\$8.33	\$8.33	\$3.96
Vision \$200 Max	100% w/ \$200 Max	\$8.47	\$17.79	\$17.79	\$8.47
Vision \$300 Max	100% w/ \$300 Max	\$11.59	\$24.33	\$24.33	\$11.59
Vision \$400 Max	100% w/ \$400 Max	\$14.30	\$30.03	\$30.03	\$14.30
Vision \$500 Max	100% w/ \$500 Max	\$17.38	\$36.50	\$36.50	\$17.38

* Deductible waived



What to consider:

1. Do you like the three different colored water drops to define each branch of the water district? and do you like the general colors selected?

2. Do you like the font?

It is: Century Gothic "Bold"

I went with a standard font, for it to be recognized, and easily matched for any other marketing tools.



3. Anything else you might want to add to the logo? please note: i have considered lots of styles, and have continue to come back to the simplicity of this one but am happy to try any adjustments that i may not have thought about.



4. Do you like the line boldness?

5. Anything else?

Phil,

Mr. Preston, an attorney for Mr. Davis, called me today. He is copied with this email. He said Mr. Davis has apparently incurred a large water/sewer bill because of a malfunctioning system and wanted to know if I could review whether there were any other alternatives available. I explained I could not do that without approval from the District Board. Could you please advise whether this is something the Board wants me to do?

Heather

Heather Reynolds

Attorney at Law

PO Box 145

Astoria, OR 97103

Phone 503-325-8449

Fax 503-338-2969

Manager Report October 20, 2017

WATER:

I will be attending a Risk management Training put on by Special Districts Association of Oregon on October 18th in Tigard. Topics include hazard assessment, human resources, and accident investigation.

I spoke with Ecotrust Forest Management's (EFM) forester recently and was informed that their forestry management plan is not complete, and would hopefully be available by the end of October. Two culverts were recently replaced in the Asbury Creek drainage by EFM's contractor.

We switched over to the Shark Creek water intake for the season on 10/18, as the fall rain appears to be here to stay.

I recently met with Richard Gibson, President of Cannon View Park Water Inc, regarding updating the intergovernmental agreement between Arch Cape WD and CVP in the future. We have an old agreement in place that needs to be brought up to date, and more clearly identify how the two water agencies will cooperate in the event of a water emergency or other circumstance where mutual aid is needed. I will work toward having a draft document to bring to the next Board meeting to start the process.

MONTHLY LOG : ARCH CAPE WATER & SANITARY DISTRICTS

September 2017

Total Hours	336.00	140.50	195.50
Percentage Split		42%	58%
Total Accounts	625	287	338
Percentage Split		46%	54%