

Director
Division 1
[vacant]

Steve Ronneberg
Director
Division 2

Gloria Bozza
Director
Division 3



Marieke Furnee
President
Division 4

Ann Plumb
Vice President
Division 5

Leona Harris
General Manager
(Interim)

AGENDA

REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE NORTH YUBA WATER DISTRICT

5:30 PM ♦ THURSDAY ♦ OCTOBER 26, 2023

NOTICE: THIS MEETING WILL BE PHYSICALLY OPEN TO THE PUBLIC AT THE DISTRICT OFFICE LOCATED AT 8691 LA PORTE RD, BROWNSVILLE, CA 95919. HOWEVER, THE MEETING WILL ALSO TAKE PLACE VIA ZOOM. MEMBERS OF THE PUBLIC MAY ATTEND AND PARTICIPATE IN THE MEETING VIA VIDEOCONFERENCE AT:

NYWD Board Room is inviting you to a scheduled Zoom meeting.

Topic: NYWD Board Room's Zoom Meeting

Time: Oct 26, 2023 05:30 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84763540207?pwd=VWRVdjlV6dINCbTQ5L2FIOWxyQ3YvUT09>

Meeting ID: 847 6354 0207

Passcode: 887782

One tap mobile

+16699009128,,84763540207#,,,,*887782# US (San Jose)

+16694449171,,84763540207#,,,,*887782# US

Dial by your location

• +1 669 900 9128 US (San Jose)

• +1 669 444 9171 US

Meeting ID: 847 6354 0207

Passcode: 887782

Find your local number: <https://us02web.zoom.us/j/kQglnKlzN>

**COMMENCEMENT OF
MEETING**

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact North Yuba Water District office staff at 530-675-2567 or fax 530-675-0462. Requests must be made as early as possible and at least one-full business day before the start of the meeting.

The Board of Directors shall provide at least twice the allotted time to a member of the public who utilizes a translator to ensure that non-English speakers receive the same opportunity to directly address the Board. Please contact District office staff at 530-675-2567 or fax 530-675-0462 at least 24 hours prior to the board meeting so a translator can be provided. Non-English speakers are welcomed to provide their own translator.

A. CALL TO ORDER/ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. OPPORTUNITY FOR PUBLIC COMMENT – Topics Not on the Agenda:

At the beginning of a regular meetings, the public has the opportunities to address the District Board of Directors about matters not on the agenda that are within the jurisdiction of the Board of Directors. Public comment is limited to no more than four (4) minutes per person, twenty (20) minutes total for all speakers.

D. OPPORTUNITY FOR PUBLIC COMMENT – Topics on the Agenda:

The public has the opportunities to address the District Board of Directors about matters on the agenda, including closed session items. Public comment is limited to no more than four (4) minutes per person, twenty (20) minutes total for all speakers for each agendized item.

**OPEN SESSION ACTION
CALENDAR**

E. CONSENT ITEMS

1. Approval of **Minutes for Regular Board Meeting of September 28, 2023**
2. Approval of **Payroll for the Month of August 2023:** **\$ 43,518.81**
3. Approval of **Bills for the Month of August 2023:** **\$ 138,923.93**

F. APPOINTMENT OF DIVISION 1 DIRECTOR:

On October 12, 2023, the District announced that the board seat for the NYWD Division 1 Director was vacant, and invited all persons who resided in the boundaries of Division 1 to inform the District of their interest in filling the vacancy. On October 11, 2023, Mr. Michael Mayo communicated his interest in filling the vacancy. His letter of interest is attached to this Agenda.

The board will meet with Mr. Mayo and will possibly act to accept Mr. Mayo as NYWD Division 1 Director.

G. NOVEMBER-DECEMBER BOARD MEETINGS

The Board will discuss, and possibly act to determine the November and December Regular Board meeting dates.

H. STAFF REPORTS AND RECOMMENDATION

The Board will hear reports by District staff and receive their recommendations for future Board action, including but not necessarily limited to:

Financial Manager's Report

General Managers' report/requests:

The General Manager will:

1. update the Board on the Operations Memorandum;
2. update the Board on projects currently in progress.

I. Public Relations Consultant

The following three businesses have applied to provide the District with public information/communications consulting services:

Sapphire Group

MarketShare PR

Elevate PR & Marketing

Their proposals are attached to this Agenda.

The Board will meet to discuss these proposals and possibly take action to enter into an agreement for public information communications consulting services.

CLOSED SESSION

J. Conference with Legal Counsel — existing litigation (2 Cases) – pursuant to Government Code section 54956.9, subdivision (d), paragraph (1):

1. *South Feather Water & Power Agency v. North Yuba Water District*, Sutter County Superior Court Case No. CVCS2 I -0002073
2. *North Yuba Water District v. South Feather Water and Power District*, Yuba County Superior Court Case No. Case No. CVCS21-0001857

K. Conference with Legal Counsel — Anticipated litigation (2 cases) – pursuant to Government Code section 54956.9, subdivision (d), paragraph (3):

The Board will meet in closed session to discuss two anticipated/potential legal actions.

L. PUBLIC EMPLOYMENT – District General Manager:

In December 2022, the District's prior General Manager resigned. On February 2, 2023, the Board hired Leona Harris to serve as District Interim General Manager. The Board will meet to interview Mrs. Harris, and possibly act to hire her as the District's long-term General Manager.

RETURN TO OPEN SESSION

M. REPORT OF CLOSED SESSION ACTIONS

N. DIRECTORS REPORTS

FINAL PUBLIC COMMENT

The Board provides the public an opportunity to address the District Board of Directors with a final comment about matters on the Agenda.

Repeating comment provided at the start of the meeting is not considered "additional" comment.

Final Public comment is limited to no more than five (5) minutes total, shared equally by all members of the public who wish to speak.

ADJOURNMENT

**REGULAR MEETING MINUTES OF THE BOARD OF DIRECTORS OF THE
NORTH YUBA WATER DISTRICT
Held at the District Office and Zoom
8691 LaPorte Road, Brownsville
Thursday, September 28, 2023**

NOTICE: This meeting will be physically open to the public at the District OFFICE located at 8691 La Porte Rd, Brownsville, Ca 95919. the meeting will also take place via zoom. Members of the public may attend and participate in the meeting via videoconference at:

Join Zoom Meeting

Time: Sept. 28, 2023 05:30 PM Pacific Time (US and Canada) Join Zoom Meeting

<https://us02web.zoom.us/j/84446086810?pwd=OWttbVdnTOEvYVBOMThzNlFub0wvdz09>

Meeting ID: 844 4608 6810

Passcode: 919160

One tap mobile

+16694449171,,84446086810#,,,,*919160# US

+16699009128,,84446086810#,,,,*919160# US (San Jose)

Dial by your location

• +1 669 444 9171 US • +1 669 900 9128 US (San Jose

) • +1 346 248 7799 US (Houston)

• +1 646 558 8656 US (New York)

Meeting ID: 844 4608 6810

Passcode: 919160

Find your local number: <https://us02web.zoom.us/j/84446086810>

COMMENCEMENT OF MEETING

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in the meeting, please contact North Yuba Water district office staff at 530-675-2567 or fax 530-675-0462. Requests must be made as early as possible and at least one-full day before the start of the meeting. The Board of Directors shall provide at least twice the allotted time to a member of the public who utilizes a translator to ensure that non-English speakers receive the same opportunity to directly address the Board.

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:33 PM, at the District Office in Brownsville, CA.

<i>NAME</i>	<i>PRESENT</i>	<i>ABSENT</i>	<i>VISITORS INCLUDING:</i>
<i>PRESIDENT</i>	Marieke Furnee		Charles Sharp, Donna
<i>VICE PRESIDENT</i>	Ann Plumb		Corson, Jon Messick,
<i>DIRECTORS:</i>	Gloria Bozza		Kawanza Vinje, Dr. Rulic
	Steven Ronneberg		Perla, Mr. Hickman
<i>INTERIM GENERAL MGR</i>	Leona Harris		
<i>ATTORNEY</i>	Paul Boylan		

B. PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by President Furnee.

President Furnee made a motion to move Item 2 of the Mangers’s report to a special meeting. Director Ronnenberg seconded the motion. The motion was approved with a unanimous vote.

C. OPPORTUNITY FOR PUBLIC COMMENT ON NON AGENDIZED ITEMS:

At the beginning of a regular meeting the public has the opportunity to address the District Board of Directors about matters not on the agenda. Public comment is limited to no more than four (4) minutes per person, twenty (20) minutes total for all speakers. **NOTE: ALL PUBLIC**

PARTICIPANTS WILL BE MUTED UPON ENTRY INTO THE MEETING AND WILL ONLY BE UNMUTED TO ALLOW THEIR COMMENT. TO PROVIDE PUBLIC COMMENT BY TELECONFERENCE PRESS *9.

PUBLIC COMMENT: Comments from the public included the workshop, problem with pond filling, Brown Act violations, full irrigation season next year and the importance of training.

D. OPPRTUNITY FOR PUBLIC COMMENT – Topics on the Agenda:

Members of the public may address the Board concerning any item on the agenda. No other comments will be allowed. Any member of the public wishing to make comment shall identify the agenda item they intend to address, and they will be provided an opportunity to make comment on that item only. Public comment is limited to no more than two (4) minutes per person, twenty (20) minutes total for all speakers. **NOTE: ALL PUBLIC PARTICIPANTS WILL BE MUTED UPON ENTRY INTO THE MEETING AND WILL ONLY BE UNMUTED TO ALLOW THEIR COMMENT. TO PROVIDE PUBLIC COMMENT BY TELECONFERENCE PRESS *9.**

PUBLIC COMMENT:

Members of the public commented on hiring a PR company, environmental impact report and the hiring of a permanent general manager.

CLOSED SESSION

The Board entered into closed session at

E. CONFERENCE WITH LEGAL COUNSEL — existing litigation (2 Cases) – pursuant to Government Code section 54956.9, subdivision (d), paragraph (1):

1. South Feather Water & Power Agency v. North Yuba Water District, Sutter County Superior Court Case No. CVCS2 I -0002073
2. North Yuba Water District v. South Feather Water and Power District, Yuba County Superior Court Case No. Case No. CVCS21-0001857

The Board returned from closed session at 6:25 P.M.

PUBLIC REPORT OF ACTIONS TAKEN IN CLOSED SESSION: The Board met with legal counsel and gave direction.

F. CONFERENCE WITH LEGAL COUNSEL — Anticipated litigation (2 cases) – pursuant to Government Code section 54956.9, subdivision (d), paragraph (3).

The Board will meet in closed session to discuss two anticipated/potential legal actions.

PUBLIC REPORT OF ACTIONS TAKEN IN CLOSED SESSION: The Board met with legal counsel and gave direction.

G. CONSENT ITEMS

1. Approval of Minutes for Regular Board Meeting of August 24, 2023
2. Approval of Payroll for the Month of August 2023: \$44,694.41
3. Approval of Bills for the Month of August 2023: \$258,194.29

Vice President Plumb made a motion to approve consent times 1, 2, and 3. Director Bozza seconded the motion.

The motion was approved with a unanimous vote.

H. BLOMBERG & GRIFFIN: INDEPENDENT AUDIT PROPOSAL FOR 2023 THRU 2025

The Board will discuss, and possibly take action, to approve Blomberg & Griffin’s Independent Audit Proposal for 2023 thru 2025.

President Furnee made a motion to accept the audit proposal from Blomberg & Griffin for one year. Director Bozza seconded the motion. The motion was approved with a unanimous vote.

I. STAFF REPORTS AND RECOMMENDATIONS

The Board will hear reports by District staff and receive their recommendations for future board action, including but not necessarily limited to:

Financial Managers Report (due to technical difficulties the General Manager gave her report first)

1. Review of Cash on Hand and Income Statements for the period ending August 2023

Due to technical difficulties the Financial Managers report will be carried to the next meeting.

General Manager's Report/Requests

1. **Operations Memorandum.** The Operations Memorandum is included in the packet.

SPECIAL MEETING called to discuss the Notice of Exemption application, item 2 of the General Manger's report.

2. Update the Board on Hell 4 Stout Flume; Draft memorandum attached.

Members of the public commented on the Hell 4 Stout Flume draft memorandum which included completing a CEQA report, completing environmental impact reports and the funding that has already been provided by Yuba Water Agency.

Vice President Furnee made a motion to approve the Notice of Exemption application. Director Ronneberg seconded the motion. The motion was approved with a unanimous vote.

REGULAR MEETING CALLED BACK INTO SESSION.

3. The General Manager and the Board will discuss, and possibly act to adopt the revised proposal, for a Board Development Workshop; and

President Furnee made a motion to accept the revised proposal for the Board Development Workshop. Director Bozza seconded the motion. The motion was approved with a unanimous vote.

4. The General Manager and the Board will discuss, and possibly act to provide instructions to District staff, on initiating the process to fill a vacancy on the District Board of Directors.

President Furnee made a motion to allow the General Manager and Legal Counsel to post the vacancy of Division 1 Board Member, at the earliest opportunity. Director Ronneberg seconded the motion. The motion was approved with a unanimous vote.

J. PERMANENT GENERAL MANGER SELECTION PROCESS: The Board will meet to discuss and possibly act to search for candidates to serve as the district's permanent General Manager first considering candidates from among existing District staff and officers (internal candidates), before considering external candidates.

President Furnee made a motion to search for General Manager candidates internally first. Director Bozza seconded the motion. The motion pasted with a unanimous vote.

K. LITIGATION SETTLEMENT: The Board and General Counsel will discuss, and possibly act to ratify, an agreement to settle Sharp v. North Yuba Water District, et al., Yuba County Superior Court Case No. CVPT20-00386.

Director Bozza made a motion to approve the ratification of the agreement to settle Sharp V. North Yuba Water District. Director Ronneberg seconded the motion. The motion was approved with a unanimous vote.

L. PUBLIC RELATIONS CONSULTANT: The Board will meet to discuss, and possibly take action, to enter into an agreement with Sapphire Marketing Group, A Yuba County business, for public information communications consulting services.

Vice President Plumb made a motion to table item L to the next meeting. Director Bozza seconded the motion. The motion was approved with a unanimous vote.

M DIRECTORS REPORT

Director Bozza reported to the board that she had met with President Furnee as an ad hoc committee to work on a presentation for the water festival. She is looking forward to attending.

President Furnee gave her report which included discussing a document prepared by Alton Wright before his resignation titled "A Case for Foothill Watershed _____", the many positive steps the current board has made, the report from the water attorney which is on the website and the upcoming water festival..l

FINAL PUBLIC COMMENT

The Board provides the public an opportunity to address the District Board of Directors with additional comment about matters on the agenda. Repeating comment provided at the start of the meeting is not considered "additional" comment. Closing Public comment is limited to no more than five (5) minutes total, shared equally by all members of the public who wish to speak.

PUBLIC COMMENT: Comments from the public included water permits, general manager hiring and Alton Wright.

ADJOURNMENT

The meeting was adjourned at 7:02 PM.

Respectfully Submitted,

Catherine L. Fonseca, Recording Secretary

**North Yuba Water District
Monthly Net Payroll Report**

TOTAL MONTHLY NET PAYROLL FOR THE MONTH OF SEPTEMBER, 2023

TOTAL SEPTEMBER, 2023 \$ 43,518.81

North Yuba Water District Monthly Check Listing September 2023

	Type	Date	Num	Name	Amount
1000A - Cash - GC Seperate Accounts					
Paypal					
PayPal Fees	Check	08/31/2023	FEES	PayPal	-152.07
Total Paypal					<u>-152.07</u>
11007 - River Valley Bank Checking					
Employee paid Insurance	Liability Check	09/01/2023	26436	AFLAC	-263.84
Vision Insurance	Bill Pmt -Check	09/01/2023	26437	Eye Med	-162.00
Driver Bit, Plier&Wrench Set, Screwdriver Set	Bill Pmt -Check	09/01/2023	26438	Foothill Hardware	-89.44
Worked on Sound Issues in Board Room and Laptop Issues	Bill Pmt -Check	09/01/2023	26439	Gilmore Computer Services LLC	-378.00
Alarm Service	Bill Pmt -Check	09/01/2023	26440	Golden Bear Alarms	-96.00
Fuel, Diesel	Bill Pmt -Check	09/01/2023	26441	Ramos Oil Company Inc.	-2,436.09
Water Treatment Plant Chemicals	Bill Pmt -Check	09/01/2023	26442	SCP DISTRIBUTORS LLC	-2,351.05
Legal	Bill Pmt -Check	09/01/2023	26443	Somach Simmons & Dunn	-31,440.42
Cellphone Service	Bill Pmt -Check	09/01/2023	26444	VERIZON WIRELESS	-198.30
Employee Pension Fund	Bill Pmt -Check	09/01/2023	26445	LIU of NA Nat'l Pension Fund	-4,075.50
Health Insurance	Bill Pmt -Check	09/01/2023	26447	ACWA/Jt Powers Ins Authority	-11,229.90
Credit Card Fees	Check	09/05/2023	GLOBEX	Credit Card Fees	-326.42
Direct Deposit Fees	Liability Check	09/06/2023	DirD	QuickBooks Payroll Service	-24.50
State Payroll Taxes	Liability Check	09/07/2023	E-pay	EDD	-1,194.41
Federal Payroll Taxes	Liability Check	09/07/2023	E-pay	United States Treasury	-7,400.12
Employee Retirement Fund	Liability Check	09/07/2023	26464	ICMA-457	-1,284.56
Hose Clamp, Plug In, Fuel Mix, Tie Down, Pipe Cutter, Elastomeric, Crack Filler, Bolt, Rope, Washers, Pipe Hinge, Conduit, Wood, Cable, Drill Bits, Brush, Paint Roller, Bolts, Paint, 48" Fiberglass Extension, Blade, Keys	Bill Pmt -Check	09/08/2023	26465	Ray's General Hardware	-784.75
Pest Control Service	Bill Pmt -Check	09/08/2023	26466	CAL KING PEST CONTROL	-74.00
Domestic Customer Deposit Refund	Check	09/11/2023	26467	Schroeder, Aaron	-128.00
Trash Pick-up	Bill Pmt -Check	09/11/2023	26468	Recology - Yuba Sutter	-68.33
Fast Cure Mix Cup	Bill Pmt -Check	09/11/2023	26469	Fastenal Company	-130.77
Water Treatment Plant Chemicals	Bill Pmt -Check	09/11/2023	26470	NTU Technologies Inc.	-2,284.80

North Yuba Water District Monthly Check Listing September 2023

Type	Date	Num	Name	Amount
Domestic Customer Deposit and Credit Balance Refund				
Copier Lease	09/12/2023	26472	Rickaby, Stan	-529.50
Quarterly Calibrations at Water Treatment Plant	09/15/2023	26471	Wells Fargo Vendor Financial Services, LL	-129.90
Phone Service	09/15/2023	26473	Aqua Sierra Controls Inc.	-1,822.95
Halversterm Flume Project	09/15/2023	26474	CALNET3	-556.40
Forsythe Road Repair	09/15/2023	26475	Gannett Fleming, Inc.	-16,104.81
Legal (Water Rights)	09/15/2023	26476	The Chy Company	-12,435.45
Employee Paid Union Dues	09/15/2023	26477	The Water Group	-14,297.50
Direct Deposit Fees	09/18/2023	26488	UPEC	-396.00
State Payroll Taxes	09/20/2023	DirD	QuickBooks Payroll Service	-17.50
Federal Payroll Taxes	09/21/2023	E-pay	EDD	-1,003.68
Employee Retirement Fund	09/21/2023	E-pay	United States Treasury	-6,379.80
State Payroll Taxes	09/21/2023	26489	ICMA-457	-1,254.56
Federal Payroll Taxes	09/22/2023	E-pay	EDD	-266.75
Dental Insurance	09/22/2023	E-pay	United States Treasury	-99.81
Postage	09/22/2023	26490	Premier Access Insurance Co.	-1,083.37
Worker's Comp Insurance	09/22/2023	26491	Reserve Account	-500.00
Oregon Peak Rent (Radio Tower use for Radio's)	09/22/2023	26492	SDRMA	-980.25
Postage Meter Lease (3 Month)	09/22/2023	26493	EIP Holdings II, LLC	-491.00
Digital Path (\$110.95), Adobe (\$39.98), Bottled Water (\$18.57), Meals (\$122.32), Paper Plates, Coffee (\$106.59), American Water College Seminar (\$109.95), Pipe and Flatbar (\$372.33), 2 Fenders (\$22.14), Impact Wrench (\$170.53), Wrench Toolset (\$108.23), Fred Pryor Seminar (\$299.00), Podium (\$390.46), Flow Meters (\$6,918.27), AT&T Siriusxm (\$200.00), Zoom (\$299.80), Motorola Batteries (\$195.89), Speakers (\$108.20), Oil Filter, Copper Plug (\$35.57)	09/22/2023	26494	Pitney Bowes	-428.78
Legal	09/27/2023	26495	Mechanics Bank	-9,628.78
Water Testing	09/29/2023	26496	BoutinJones Inc	-2,562.50
Air Freshner, Softsoap, Datasitcks, File Folders, Storage Boxes	09/29/2023	26497	Cranmer Engineering Inc	-865.00
	09/29/2023	26498	Quill Corporation	-156.37

North Yuba Water District Monthly Check Listing September 2023

Type	Date	Num	Name	Amount
Bill Pmt -Check	09/29/2023	26499	Shelton's Janitorial	-360.00
				-138,771.86
				-138,923.93
				-138,923.93

Cleaning Service
 Total 11007 · River Valley Bank Checking
 Total 1000A · Cash - GC · Seperate Accounts
TOTAL

Bill Pmt -Check	09/01/2023	26446	North Yuba Water District.	-500,000.00
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Opened 6 month CD at Tri Counties Bank

10/11/2023

To North Yuba Water District Board of Supervisors,

My name is Michael Mayo and I have resided in Yuba County, specifically within the NYWD service area since 1983. It has come to my attention there is currently a vacancy on the board for my district (I reside in Challenge, CA). I'm asking the remaining board members and president to consider this my application for the position. I understand the appointment is temporary; at the end of this term I would be up for public election, assuming I would wish to continue.

I believe the sitting board members and staff will find me to be engaged and pleasant and ethical. I have no interest in positions of power or notability. My interest in this endeavor is simply to best serve the residential and agricultural customers of this water district.

Thank you for your consideration.

Sincerely,

Michael Mayo

North Yuba Water District
FINANCIAL REPORT
July 2023 - September 2023

Accrual Basis

	Jul - Sep 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense					
Income					
4000A · Irrigation	18,598.21	0.00	18,598.21	100.0%	7,996.09
4050A · Domestic	82,881.20	81,337.65	1,543.55	101.9%	271,111.89
4100.10 · Power Revenue SFPF	177,250.00	177,250.00	0.00	100.0%	709,000.00
4100.11 · SFPW Net Revenues 50% Distr.	1,705,498.00	1,600,000.00	105,498.00	106.59%	1,600,000.00
4150.10 · Younglife-Water Sales	0.00	0.00	0.00	0.0%	2,161.00
4200.10 · Yuba City-Water Sales	151,573.14	151,573.14	0.00	100.0%	435,555.00
4215.13 · Other Revenue	40.00	125.01	-85.01	32.0%	500.00
4250.10 · Taxes - General	371.84	377.76	-5.92	98.43%	266,404.20
4250D · Taxes - Domestic	544.05	548.61	-4.56	99.17%	77,069.11
4250I · Taxes - Irrigation	0.00	0.00	0.00	0.0%	110,370.37
4300A · Interest	6,979.82	278.05	6,701.77	2,510.28%	40,000.00
Total Income	2,143,736.26	2,011,490.22	132,246.04	106.58%	3,520,167.66
Gross Profit	2,143,736.26	2,011,490.22	132,246.04	106.58%	3,520,167.66
Expense					
5050.30 · F/T Ditch	24,083.18	27,069.39	-2,986.21	88.97%	129,935.33
5050.95 · Yuba City Water Sale (1/2)	75,786.57	75,786.57	0.00	100.0%	217,777.50
5100.00 · Water Treatment Plant (WTP)	78,421.05	105,490.18	-27,069.13	74.34%	368,978.45
5200.00 · Irrigation Expense	35,823.11	37,230.58	-1,407.47	96.22%	161,970.00
5251 · Domestic Expenses	51,142.12	67,052.12	-15,910.00	76.27%	241,462.00
5400 · Board of Dir	2,573.80	7,074.99	-4,501.19	36.38%	29,400.00
5500 · Admin	92,428.60	142,875.92	-50,447.32	64.69%	563,756.10
5500U · Admin-Utilities	7,139.30	11,274.69	-4,135.39	63.32%	36,635.53
5600R · Regulator Driven	11,034.10	20,586.20	-9,552.10	53.6%	171,883.59
5700 · General	39,506.19	40,903.01	-1,396.82	96.59%	166,427.85
5700F · Fuel	4,511.66	8,998.61	-4,486.95	50.14%	28,805.94
5800 · OSHA/Safety	3,705.94	2,112.01	1,593.93	175.47%	10,000.00
Total Expense	426,155.62	546,454.27	-120,298.65	77.99%	2,127,032.29
Net Ordinary Income	1,717,580.64	1,465,035.95	252,544.69	117.24%	1,393,135.37
Net Income	1,717,580.64	1,465,035.95	252,544.69	117.24%	1,393,135.37

North Yuba Water District

2022-23 EXPENSES OUT OF RESERVES/SAVINGS (July 01, 2023-September 30, 2023)

MEMO	DATE	AMOUNT BILLED/PAID UP TO DATE	ANNUAL BUDGET
L.U.I. Union Retirement Stabilization Fund			\$29,120.00
Additional Legal	July-September 2023	\$79,507.52	\$720,000.00
Public Relations	July-September 2023	\$1,500.00	\$20,000.00
Grant Pursuits			\$50,000.00
Special Projects/Emergency Repairs			
Water Rights Review (Grant Income from Yuba Water Agency) for Water Rights Review	\$3,096.20 July-September 2023		
	-\$92,748.47 July-September 2023		
Flood Damage Repair (Forsythe Rd)	\$5,435.45 July-September 2023		
Median Household Income Study	\$4,000.00 July-September 2023		
Total Special Projects/Emergency Repairs to date		-\$80,216.82	\$200,000.00
Water Treatment Plant Improvements/Repairs			
			\$350,000.00
FT Ditch			
Halversterm Flume	\$16,104.81 July-September 2023		
Total FT Ditch		\$16,104.81	\$500,000.00
Office Maintenance/Shop			
			\$50,000.00
Radio Read Meters			
			\$250,000.00
Tanks			
	July-September 2023	\$19,500.00	\$400,000.00
Flow Meters			
	July-September 2023	\$16,578.50	\$16,578.50
Water Losses			
			\$100,000.00
Irrigation Ditch			
			\$500,000.00
TOTAL		\$52,974.01	\$3,185,698.50

North Yuba Water District

Cash In Accounts prior Month Comparison

September 2023 compared to August 2023

	09/30/2023	08/31/2023	
	Amount	Amount	Increase/Decrease
River Valley Bank Checking	\$494,064.38	\$1,893,764.57	(\$1,399,700.19)
Savings Money Market Account (River Valley Bank)	\$1,343,580.16	\$113,041.79	\$1,230,538.37
PayPal Account	\$2,677.81	\$3,632.71	(\$954.90)
Petty & Register Cash	\$830.00	\$830.00	\$0.00
Tri Counties Bank (6 Month CD)	\$500,000.00	\$0.00	\$500,000.00
YC Treas Fund #637 (Gen Dist)	\$680,030.58	\$680,030.58	\$0.00
YC Treas Fund #641 (ID #1)	\$481,294.15	\$481,294.15	\$0.00
YC Treas Fund #642 (ID #2)	\$212,841.61	\$212,841.61	\$0.00
YC Treas Fund #639 (Fac Fee Domestic)	\$7,564.67	\$7,564.67	\$0.00
YC Treas Fund #640 (Savings)	\$812,760.90	\$812,760.90	\$0.00
YC Treas Fund #644 (Equip Res)	\$3,080.18	\$3,080.18	\$0.00
YC Treas Fund #646 (ID #6)	\$11,698.16	\$11,698.16	\$0.00
YC Treas Fund #647 (Annex Irr)	\$11.54	\$11.54	\$0.00
YC Treas Fund #648 (Annex Dom)	\$90.55	\$90.55	\$0.00
YC Treas Fund #649 (Off Equip Res)	\$5,626.29	\$5,626.29	\$0.00
YC Treas Fund #650 (Reserve)	\$893,442.45	\$893,442.45	\$0.00
YC Treas Fund #393 (Trmt Plnt)	\$2,811.68	\$2,811.68	\$0.00
Total Cash on Hand	\$5,452,405.11	\$5,122,521.83	\$329,883.28
Reserve Accounts			
Reserve Savings Money Market (River Valley Bank)	\$97,814.67	\$97,654.02	\$160.65
CIP Money Market Account (River Valley Bank)	\$528,392.04	\$186,816.85	\$341,575.19
Total in Reserve	\$626,206.71	\$284,470.87	\$341,735.84
Total in All Accounts not including FT Tank and YC Water Sale Account	\$6,078,611.82	\$5,406,992.70	\$671,619.12
FT Tank Money Market Account (River Valley Bank)	\$110,836.31	\$110,654.27	\$182.04
YC Water sale Account (River Valley Bank)	\$154,474.91	\$683,357.81	(\$528,882.90)
Total in All Accounts	\$6,343,923.04	\$6,201,004.78	\$142,918.26

North Yuba Water District
Statement of Cash Flows
September 2023

Sep 23

OPERATING ACTIVITIES	<u>Sep 23</u>
Net Income	109,460.31
Adjustments to reconcile Net Income to net cash provided by operations:	
1200A · Accounts Receivable:1200.50 · Accounts Receivable Module	-6,360.00
A/R:A/R Domestic Water	-826.16
A/R:A/R Irrigation	-2,804.49
1300.00 · Inventory-001	786.99
1400.03 · Prepaid Worker's Comp Insurance	664.03
2000.00 · Accounts Payable	-24,348.96
Payroll Liabilities	-14.45
2150.30 · PR Tax-State Unemployment Tax	-303.17
2150.35 · PR Tax -Union Dues	-24.75
2250.10 · Deposits-Customers	128.00
Net cash provided by Operating Activities	<u>76,357.35</u>
Expenses/Income from Reserves/Savings	
Additional Legal (Refund, Bills)	96,702.44
Water Rights Review	-1,683.00
Flow Meters	-6,918.27
Flood Damage Repairs - Forsythe Rd	-12,435.45
Grant Income from Yuba Water Agency (Flood Damage Repairs - Forsythe Road)	7,000.00
Halverstern Flume	-16,104.81
Net Expenses/Income from Reserves/Savings	<u>66,560.91</u>
Net cash increase for period	<u>142,918.26</u>
Cash at beginning of period	<u>6,201,031.84</u>
Cash at end of period	<u><u>6,343,950.10</u></u>



Memorandum

Date: October 20th, 2023

To: Leona Harris

From: Operations

Subject: Monthly work production/ Schedule of Maintenance review

The following is an overview of the work performed this month by operations staff.

Office Update:

1. The district has been in contact with PG&E regarding parking lot lighting. The inspection of the power pole has been completed. The project is out of the engineering department, with an expected installation to occur on November 20th.

Transmission:

1. Forbestown ditch is now in its winter cycle, receiving water every 10 days for the treatment plant. Water was turned off on October 16th. South Feather stopped their irrigation so shotcrete repairs can take place beginning October 30th. Certain areas are currently being prepped by district staff. The ditch is being patrolled; trash racks cleaned, fallen trees removed, leaks plugged as they are found, along with daily inspections for new losses. Problem spots are being documented for off season repairs.

Distribution:

1. Domestic meter reads for Brownsville and Rackerby were completed on time.
2. There were 5 service line leaks for the last month. Job # 715. Job # 716. Job #717. Job # 718. Job # 721.
3. There were 2 main line leak for the last month. Job # 719. Job # 720.
4. All blow offs were inspected, no problems were found.
5. All air releases were inspected, no problems were found.
6. All dead-end main were flushed.

Water Treatment Plant:

1. With the new upgrades mentioned in previous reports, the treatment plant is functioning normal at this time with no issues. On the week of September 4th under NYWD's npdes (National pollution discharge elimination system) permit we emptied sedimentation basin number two and removed the sludge.

Backflow:

1. All backflows are current, there were 0 backflow tests required within the last 4 weeks.

Regulators:

1. All CDPH (Cal. Dept. of Public Health) and NPDES (Nat. Pollution Discharge Elimination System) tests and samples were taken and performed on time. These include 3 bacteriological distribution samples for the CDPH, which came back as non-detect. New radio data loggers for water reads/accounting are currently being installed at Costa creek, Oroleve creek, and Dry creek turnouts.

DOH Canal:

1. Staff is currently preparing the ditch for off season repairs. Shotcrete is scheduled to start the first week of November. Approximately 2 miles is being prepped for shotcrete. Weather permitting it will all be completed this fall.

Irrigation:

1. Irrigation season ended on October 15th. The season was completed with only the four larger customer cutbacks done earlier in the season. Due to the repairs completed this spring (2023) the district saw savings of 10% on the lower ditch and 7% on the Forbestown ditch, for a total savings of approximately 1000 acre feet.

Schedule of Maintenance:

1. The SOM (schedule of maintenance) for the treatment plant, regulators (local, state and federal) and UFC were completed for the previous month. All regulatory (local, state and federal) reports for the current month were completed or are in process.

Safety Meetings:

1. Safety meetings are held weekly, all field employees are required to attend. The following is a list of completed safety meetings in the last 4 weeks.
2. #1 PPE safety.
3. #2 Traffic control.
4. #3 Lighting safety.
5. #4 Proper lifting technique.



PROPOSAL

September 21, 2023

NORTH YUBA WATER DISTRICT *Communications & Public Relations*

Objectives:

Achieve the following objectives through an effective communications and public relations plan:

1. Communicate factual information to customers of NYWD;
2. Provide information to news organizations on water-related issues and achievements of the district;
3. Bolster the image and perception of the NYWD by creating positive narratives.

Duration:

Annual contract, October 1, 2023 through September 30, 2024 and renewable annually for up to three additional years.

Marketing Recommendations & Estimates

Deliverables:

Item	Description	Monthly Cost	Annual Cost
Design Monthly Electronic Newsletter & Copy Development	Canva - Export to Flipbook Provide Flipbook link for website	Design: \$1,000 Copy Dev.: \$300	\$15,600
Design & Print Bill Insert	Insert for first three months to secure newsletter subscribers		\$600
Press Release	Write one monthly Press Release and distribute to local news outlets	\$150	\$1,800
Constant Contact Annual Subscription	Newsletter Distribution Platform (monitor analytics, open rates, etc.)		\$900
Consulting Services	Hourly consulting services as needed.		\$1,000
TOTAL			\$19,900

ESTIMATE TOTAL: \$19,900

Note: sales tax not included in estimate

Prepared by: Kary Hauck, CEO
Sapphire Marketing Group
(530) 763-5402 ofc.
(530) 844-2358 cell.



MarketShare

PR



Proposal for Services

Submitted by:

MarketSharePR
970 Reserve Dr.
Suite 100
Roseville, CA 95678
MarketSharePR.com

Provided to:

NORTH YUBA
WATER
DISTRICT



About us

MarketSharePR is an award-winning public relations (PR) firm representing clients throughout Northern California and beyond in the areas of public affairs, strategic communications, marketing and branding. For more than 10 years, we've worked alongside clients in education, municipal government, nonprofit, land use and engineering, to name a few.

We are an unflappable, insanely driven team with unmatched experience in the development and implementation of comprehensive public relations strategies. We use our skills and passion in professional writing and strategic messaging, campaign development, social media, and community outreach and engagement.

Our areas of focus include:

- Communication strategy
- Crisis + urgent communications
- Graphic and website design
- Content development
- Professional writing
- Logo design
- Social media
- Media relations
- Media training
- Advertising
- Marketing materials
- Branding

Scope of service

Goal: Build brand awareness, credibility and consistent communication for North Yuba Water District through the development of a digital newsletter (every other month) and social content .

NEWSLETTER

Develop content pillars to align with key messages and NYWD goals
Write, edit, and layout newsletter with one round of edit per newsletter
Develop recommended distribution strategy and channels
Recommend distribution every other month

SOCIAL MEDIA

Develop content to connect, educate, and engage with audiences
Provide support to manage, engage, maintain, and grow impressions across two recommended platforms
Provide social media insights and analytics, as requested
This would include two posts per month with one round of edit per post

CONSULTATION

Provide public relations consultation within scope of services
Provide updates to point of contact via virtual meeting or email
Remain in consistent communication with client

BUDGET

The estimated rate based upon the outlined scope and is \$2,500 per month.

Costs do not include expenses such as printing, advertising, web development, or any service not listed within scope.

Our agency rate is \$175/hour.

Additional Services

COMMUNICATIONS

Support the development and implementation of key messaging throughout NYWD communication channels.

Educate internal and external audiences on key messages and services.

Establish and execute comprehensive public engagement strategies.

Craft and edit communications as needed on urgent or crisis events.

MARKETING COLLATERAL

Design and develop marketing collateral for print and digital use.

VIDEO PRODUCTION

Develop branded videos to provide details about the organization.

ADVERTISING AND MEDIA BUYING

Oversee, recommend, and implement advertising opportunities within the media buying budget. Provide analytics from ads and adjust strategy as needed.

CRISIS + URGENT COMMUNICATIONS

Provide communications support 24/7 during a safety incident, natural disaster, or other urgent or emerging situation.

Work with the client to develop a crisis communication plan to outline strategies, key roles, and responsibilities of the crisis communication team, communication channels, and key messages.

Develop procedures for monitoring and responding to the crisis

Coordinate with stakeholders such as legal counsel, district management to align messaging to inform the community.

MEDIA RELATIONS

Research targeted media opportunities across NYWD.

Work with client to learn of organizational updates related to community involvement, staffing, and projects to seek earned media opportunities.

Develop and edit media releases and advisories.

Provide key messages to a spokesperson for media opportunities.

Offer media training for the spokesperson.

Provide best practices for media relations opportunities to ensure optimal outcomes.

PROFESSIONAL COPYWRITING AND EDITING

Offer to edit internal and external client communications to ensure clarity and credibility between local governments and the broader audience.

Your Expert Team



Krista Bernasconi, Principal + Owner

Krista founded MarketSharePR in 2012 and can be found today leading the firm's daily operations, from client onboarding and interaction to writing and developing creative design.

Before opening her business, Krista worked in local and federal government, corporate, and small business settings. Much of that work furthered her passion for helping others communicate well through clear, concise, well-thought messaging on platforms such as ads, websites, social media, annual reports, media advisories, and more.

Over the years, she has developed award-winning communications strategies that allow clients to improve their bottom line, increase efficiency, and avoid PR nightmares.

A veteran of the United States Navy, Krista earned her Bachelor's Degree from Sacramento State and completed the Masters in Governance program through the California School Board Association.

Her work led to her being named Sacramento region's "40 Under 40" and Comstock's Women in Leadership for 2022. She is a recipient of the Athena Award and Sacramento State's Distinguished Service Award, all presented for demonstrating professional excellence, community service, and leadership skills.



Kayla Scott, Client Services Director

Kayla implements strategy for MarketSharePR's clients, focusing much of her time on messaging, market and landscape research, and developing and implementing engaging social media campaigns. Developing messages to promote audience engagement and brand visibility for organizations that aim to create a difference in the world is where Kayla shines.

Kayla excels in developing marketing strategies and brand development using her Intercultural Communications degree from Sacramento State to connect diverse California audiences with brands that provide quality services and products. She was recently named "Rising Influencer of the Year" by the Public Relations Society of America, California Capital.

MarketSharePR's Comprehensive Team



Landon Lee, Creative Director

A multi-skilled creative aficionado, Landon prides himself on delivering polished creative solutions, with his keen eye for detail, and a passion for meaningful work and professional visuals backed by a consistent positive attitude and professional demeanor. He has worked as an Art Director with a demonstrated history of working in the marketing and advertising industry. His focus areas include front end development, graphic design, art direction, animation and creative concepting.



CJ Mendez, Creative Director

CJ's history with branding has been nothing short of stellar. He has been an integral part of major branding efforts for popular California destinations, housing developments, products, and various other businesses across the country. CJ is exceptionally proficient in Adobe Creative Cloud, branding & identity development, illustration and strategic creative concepting. Clients love his strong art and design background, and his infectious sense of humor. He earned a bachelor's degree in graphic design from Sacramento State.



Erin Defrang, Project Manager

With eight years of project management experience under her belt, Erin has fine-tuned her organizational skills. Her expertise and attention to detail have made her an invaluable asset to the various organizations she has worked with. Erin's ability to remain calm while juggling multiple tasks and timelines has earned her a great reputation among colleagues and clients alike. Erin's Bachelor's degree in Sociology has further sharpened her ability to connect with people, providing her with a strong foundation in understanding diverse perspectives and fostering effective communication. This has proven invaluable in her project management career.

PROPOSAL TO PROVIDE
MARKETING AND
COMMUNICATIONS
SUPPORT

NORTH YUBA
WATER
DISTRICT



ABOUT ELEVATE PUBLIC RELATIONS & MARKETING

PASSION. TALENT. EXPERIENCE

We're a small but MIGHTY marketing and public relations agency specializing in the development and implementation of integrated marketing and public relations solutions. Every component in our plan is carefully selected and integrated to delight our clients, raise their profile, and improve their bottom line.

Our signature approach combines proven public relations and marketing practices with online and social media strategies to engage your target audience(s) and enhance your organization's image through creative storytelling and compelling graphics. Our cost-effective solutions will elevate your brand and deliver bottom-line results to strengthen and grow your business.

OUR CORE VALUES

- We produce results... all the time.
- We think fast on our feet and do more with less.
- We thrive on adventure, creativity and fun.
- We value teamwork.
- We act with integrity.
- We inspire and give back to our community.
- We embrace personal and professional growth.
- We love what we do.

IN-HOUSE CAPABILITIES

Elevate Public Relation & Marketing's in-house capabilities encompass nearly every aspect of marketing, advertising, public relations, and special event management. Our range of services and capabilities include:

- Strategic Marketing Planning
- Brand Development & Management
- Marketing & Public Relations Campaign Development
- Graphic Design
- Advertising Production – print, radio, television, outdoor and digital
- Target Marketing/Profiling
- Media/Public Relations
- Event Planning & Management
- Copywriting
- Social Media Planning, Content Development & Management
- Direct Marketing/Direct Mail Campaigns
- Program Analysis & Measurement

Strategic Partnerships

In addition, we have several long-term strategic partnerships with local professionals in the specialized fields of:

- Market Research
- Photography
- Media Buying/Media Placement
- Video & Television Production

OUR TEAM



Mary Towne

Mary Towne is the founder of Elevate Public Relations & Marketing. Mary has over 30 years of experience in strategic marketing, public relations, and advertising in both the public and private sectors. Her experience includes developing results-oriented marketing and public relations programs for clients in education, nonprofit, financial, food, beverage, and retail sectors.



Jessica Keefe

Jessica is Elevate's Public Relations Manager. With over 20 years of experience managing public relations and marketing campaigns and special events, she draws on her experience in the hospitality industry, private sector, and the nonprofit arena to create and manage effective promotions, compelling collateral and valuable media exposure help her clients remain relevant and top-of-mind in the quickly changing media landscape.



Geneveve Topoll

Geneveve handles writing and developing content for social media, newsletters, and other marketing communications materials for a variety of Elevate clients. In her role, Geneveve creates strategies to generate more exposure, build a following, and help shape the client's brands through storytelling.



Ariana Hernandez

Ariana specializes in creating social media graphics, writing social content, and managing social media communities for a broad range of Elevate clients. She also assists with written materials for client newsletters and public relations campaigns.



Jen Penn-Chiu

Jen is our digital expert. Her background in website development and design, combined with her aesthetic sensibility and knowledge on dynamic design best practices help Elevate clients maintain an eye-catching and strategic digital presence. In addition to website expertise, Jen's work includes writing and designing blogs, newsletters, and other digital marketing tools.

HOW WE WORK

We Start with “Yes!” “Yes, we can!”, that is the response you’ll hear to your requests. We are nimble, innovative and think fast on our feet. In short, we will find a way to get it done.

We Are Direct If it is really a terrible idea, we’ll tell you and help to tweak it, or we will collaborate with you to identify new ideas and develop alternative solutions.

We Communicate Regularly We believe excellent communication is key to any successful relationship. We pride ourselves on developing regular and consistent communication with our clients including:

- **Monthly face-to-face planning meetings** where we can share, vibe and co-create inspiring and engaging marketing strategies and discuss course corrections, as necessary.
- **Bi-weekly status calls as needed** to review and update plans for the coming period.
- **Email and phone communications** as needed.
- **Quarterly results and metrics reports** are shared at our status meetings on a quarterly basis and illustrate agreed upon KPIs and metrics in present, well as month-over-month, and year-over-year periods.

We Take Responsibility You will never be surprised. We take responsibility for our actions and communicate the good, the not so good and the ugly in a timely and direct manner.

We Deliver on Time We develop and agree on project timelines and deliverables and meet our deadlines.

We Stay within Budget We work within our agreed upon budget and documented budget. We will never go over budget on a project without your written consent.

We Don’t Charge Extra Fees or Mark-Ups You won’t be charged change order, author’s alterations, or excess proof fees. We don’t mark up outside services or hard costs without prior written notice and agreement.

OVERVIEW

North Yuba Water District is seeking a marketing communications consultant to assist the organization in proactively telling the organization's story to their customers, the community and the media.

The organization expects to have a number of exciting developments to announce in the coming months and understands the importance of preparing a strong community-focused communications program to develop understanding, gain trust and build community goodwill.

OBJECTIVES

- 1) Develop the organization's core message(s)
- 2) Write and design an electronic newsletter
- 3) Build and maintain the organization's email list
- 4) Write and design bill stuffers
- 5) Consult on social media strategy and content development
- 6) Media and community relations

ELEVATE'S APPROACH

PHASE 1 - PREPARATION

- 1 **Brand Audit** – Elevate will conduct an informal brand audit to better understand how the organization has been and is currently being represented in District communications and in the media, as well as the overall tone of the communications content.
- 2 **Initial Client Meeting** - Next, Team Elevate will meet with the representatives from the NYWD team to learn more about the organization's current communications pain points and agree on communications goals and objectives.
- 3 **Develop Core Message and Strategic Communications Roadmap** – Following the initial client meeting, the Elevate team will get to work on developing recommended core messages for the organization and well as an annual strategic marketing communications roadmap. The roadmap will include key communications initiatives and target messaging and topics for the following communication vehicles:
 - Enewsletter
 - Bill stuffers
 - Social media content
 - Public relations initiatives

PHASE 2 - EXECUTION

- 4 **Email Marketing** - Establish email marketing program to include:
 - Set-up of email marketing platform (Mailchimp or Constant Contact)
 - Design of email marketing template
 - Establish email marketing calendar
 - Copywrite, design, test and distribute a monthly newsletter (total of 12)
 - Prepare quarterly metrics report

5

Bill Stuffers (3) - Create bill stuffers to build NYWD's email list and promote the organization's social media channels. Deliverables include:

- Copywrite, design, print and deliver bill stuffers for 3 months

6

Social Media - Develop a basic social media strategy to highlight NYWD's project milestones, as well as the organization's **important news and events**. **Deliverables include:**

- Monthly Social Media Calendar
- Social Media content development 1-2 posts per week
- Community Management

7

Public Relations

ONGOING – CLIENT COMMUNICATIONS AND REPORTING

Dedicated Contacts. Standing Status Meetings – We will designate a dedicated client services contact for NYWD, as well as team leads for specialized work such as PR or social media. Our practice is to hold a standing monthly status meeting in addition to our regular email and phone communications. This enables us to proactively plan for the coming month or quarter, and ensures we are all on the same page and current on goals and deliverables.

Metrics Reporting – Our team prepares and delivers a quarterly metrics report to share progress on agreed upon KPIs and other marketing communication metrics including PR/media results, enewsletter open and click-through rates, social media likes and engagement etc.

BUDGET RECOMMENDATION

Item	Description	One Time Cost	Monthly Cost	Annual Cost
PHASE ONE				
Brand Audit Initial Client Meeting Message & Roadmap Development	<ul style="list-style-type: none"> · Conduct simple brand audit. · Organize client meeting to discuss pain points and establish goals and objectives. · Prepare key messages and communications roadmap 	\$500	\$42	\$500
PHASE TWO				
Email Marketing Set-up	<ul style="list-style-type: none"> · Set-up of email marketing platform (Constant Contact) · Establish email marketing calendar · Design of email marketing template 	\$900	\$75	\$900
Email Marketing Platform	Constant Contact* (<i>up to 6K contacts</i>)		\$35	\$420
Monthly Enewsletter	<ul style="list-style-type: none"> · Copywrite, design, test and distribute a monthly newsletter (total of 12) · Create monthly enews Flipbook for website 		\$960	\$11,500
Bill Stuffers	<ul style="list-style-type: none"> · Copywrite, design, print and deliver (3 months) 		\$100	\$1,200
Public Relations	<ul style="list-style-type: none"> · Concept, write, distribute press release/news alert/photo opportunities re NYWD project milestones, awards, new projects etc. · Pitch media story and segment ideas - <i>As needed up to 24 hours/year</i> 		\$250	\$3,000
Social Media	Repurpose monthly newsletter content for social media posts. Post to FB		\$200	\$2,400
TOTAL ESTIMATED COST			\$1,662	\$19,920

Leona Harris
PO Box 576
Dobbins, CA. 95935

Objective: *The position of General Manager NYWD, with the aim to make the agency effective, efficient, and responsive and to make our region prosper.*

Work Summary:

28 years of practical, hands-on management experience in local businesses and the public sector, finding solutions to diverse challenges and building community.

Personal Statement: Local to the North Yuba region for most of my life, **I care deeply about this community and am passionate about making it thrive for all.** As General Manager, I intend to enhance water delivery, upgrade infrastructure, and build excellent community relations.

Practical Skills: Competent in computer communications, including professional emails and creating accurate Word and Excel documents. Experienced in office organization and efficiency. Have excellent working knowledge and experience with hardware, plumbing, and general repair.

Personal/Interpersonal Qualities: I am reliable, honest, friendly, hardworking, precise, listen to others, and inspire trust. I am not afraid of challenges and embrace them. I care-- and back up that care with take-charge, effective action.

JOB HISTORY:

North Yuba Water District 2014-present

Interim General Manager: January 2023-Present

Responsibilities and results:

1. Managed district infrastructure, project scheduling, monitoring budget, and team leadership
Projects included-- shotcrete lining, tank replacement, and flume replacement/planning.
2. Performed effective grant research, generating \$1.2 million in awards so far. (YWA, Dept Water Resources)
3. Cultivated goodwill with the public and customers through a welcoming, transparent, open-door policy.

Office Manager: 2020—22. Was responsible for overseeing all daily operations and responding to the requests of the GM.

Started as an accounts representative, then worked up to admin assistant, and then office manager.

Leona Harris
PO Box 576
Dobbins, CA. 95935

Other than being involved in direct team leadership, due to minimal interest and engagement from the previous administration's GM in addressing many agency needs, I performed the same functions as Office Manager that I do now in my current interim GM role.

ACE Hardware: 1997-2014

Assistant Manager: 2000-2014

Responsible for everything in the effective running of the store, including -- ordering goods, stocking, bids, banking, accounts receivable, employee management, and customer/public interface.

Started as a clerk and advanced to the assistant manager position after 3 years.

Dobbins Country Store -- worked and managed the store, 1995-97.

Personal:

I love to work and stay busy. When not working, I care for my animals and my neighbors' -- and enjoy outdoor activities with my husband, who owns his own logging business.

Contact:

Leona Harris
PO Box 576
Dobbins, CA. 95935
530-632-1506

📞 530.741.5000
✉ info@yubawater.org
🌐 yubawater.org



September 27, 2023

North Yuba Water District
Marieke Furnee, President
8691 LaPorte Road
Brownsville, CA 95919

Subject: Yuba Water Agency work with Interim General Manager Leona Harris

President Furnee,

As you've requested, I am writing to provide a summary of Yuba Water Agency's relationship and interactions with interim General Manager, Leona Harris.

Ms. Harris reached out to me early this year to establish a professional relationship between the District and the Agency with the intent to improve both irrigation and domestic water deliveries to the customers of the District. We have met many times over the past several months to discuss her immediate and planned actions and potential for grant funding from the Agency. The conveyance improvements made to portions of the Forbestown and Oregon House-Dobbins canals prior to this irrigation season have allowed for irrigation delivery to District customers in the Oregon House-Dobbins area for the first time in several years. This is a great accomplishment.

Ms. Harris is working with Agency grant funds to improve the storage tanks for treated water customers, improve the Hell-For-Stout flume and to comply with the State Water Resources Control Board regulations related to the Districts' water rights. In addition, Ms. Harris is working on a long-term capital investment plan now that much of the urgent work is complete or underway. All of these efforts, implemented by Ms. Harris, are consistent with Yuba Water Agencies water supply mission. We hope to see these efforts continue as the District is now taking action to ensure reliable water delivery to its customers.

As an individual, Ms. Harris has been professional, available, cordial, open-minded and being a long-time resident of the area, she understands the diverse culture of the people living in the foothills of Yuba County. I am very happy with the relationship and interactions with Ms. Harris and look forward to continued work on the Districts' efforts.

Feel free to contact me if you have any questions or would like additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Willie Whittlesey", written in a cursive style.

Willie Whittlesey
General Manager



Burdick & Co

July 15, 2023

North Yuba Water District
Board of Directors
Marieke Furnee, Board Chair
PO Box 299
Brownsville, CA 95919

Director Furnee-

I began working with staff of the North Yuba Water District in 2008, as part of their participation in the Yuba County Integrated Regional Water Management Plan (IRWMP). The NYWD was a “founding member” in the IRWM Management Group and remains a member to this day.

Over the years of managing the IRWM program, under contract to the Yuba Water Agency and initially funded by the CA Department of Water Resources/DWR and more recently funded by the Yuba Water Agency/YWA, I had occasion to work with NYWD staff in an ongoing basis.

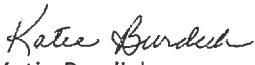
Early on (in 2014 shortly after she was hired), the day-to-day and content-related work was delegated to Leona Harris, by then General Manger Jeff Maupin. Leona became my “go to” contact whenever details about projects and infrastructure were needed. She quickly learned the system, developed solid working relationships with the rest of the staff, and reliably answered our questions and/or participated directly in project development meetings with a clear understanding of just how the system functioned and what improvements were needed.

In 2018, the Yuba Water Agency began issuing local grants though their Community Impact Initiative, to support local agencies and community activities. Within days of assuming the Interim Directorship, Leona reached out directly to Willie Whittlesey (YWA General Manager) to discuss ways to create a nexus between NYWD needs and the YWA Community Impact Initiative.

YWA staff were extremely receptive to Leona –because of her candor, transparency, knowledge of the system, accessible personality, and determination to improve the system infrastructure and delivery capabilities. The NYWD had previously been largely unsuccessful in engaging the YWA for any direct support for the District, except for a couple of relatively small projects. Under Leona’s guidance and initiative, she has successfully developed an impactful relationship with YWA management and staff and succeeded in executing contracts with the YWA for \$1,021,785 in direct support. For this alone, her work stands out.

I just wanted to take this opportunity to reach out to the District to ensure that management understands the positive impact Leona has had on grant funding, District morale and the status of the District in the IRWM-world and thus on regional collaboration and relationship building..

Sincerely,


Katie Burdick