

Draft Minutes 3/7/21

Water Board Special Meeting Agenda

Monday, March 1, 2021

4 pm

Zoom Meeting

Present: Jim Auxer, Mike Godfrey, Sue Kemnitzer, Chris Stroech, Austin Slater

Purpose of the meeting is to discuss how the Board can better communicate with its customers.

1. Call to Order --4 pm

2. Consumer Quality Report -- Woody Coe will pursue embellishing the annual Consumer Quality Report to make the information more meaningful to customers.

3. Suggestions for website and email notification – Sue Kemnitzer will represent the water board in the town’s revision of its website. She also offered to check with town staff about the scope of the new town email communication system, especially regarding how many of our water customers will be reached by it, and how it compares to the water department’s emergency notification system.

4. Possible communications through monthly billing mail – Austin Slater will meet with town staff regarding the specifics of this and the possibility of using it to send news to customers and special reports such as the Consumer Quality.

5. Social media tools – We will keep these in mind as we work on what we want to communicate to customers.

6. Speakers Bureau on water quality and conservation – Frank Welch reminded us that pre COVID the staff provided such outreach very effectively. However, this is on hold for now.

7. Open House at facilities – Same as #7. above

8. Annual Meeting – This discussion led us to consider issuing an annual report which includes basic information about the water plant operations, notable recognition of our performance, explanation of water quality standards, suggestions for water conservation and FAQs. We agreed that Earth Day will be our target date for releasing the report. Mike Godfrey will be the focal person for this with contributions coming from staff and water board members.

9. How do we ascertain what customers want to know – Several meeting participants offered to poll customers to get a first impression of what is important to them.

10. Next steps – Actions are listed under each item. In addition, we decided to consider participating in the Berkeley Springs International Water Competition. See

[Berkeley Springs International Water Tasting – The world renowned international water tasting award. \(berkeleyspringswatertasting.com\)](http://berkeleyspringswatertasting.com)

11. Adjourn -- 5 pm