

**Public Information Committee Meeting Minutes  
San Juan Water District  
June 10, 2026  
9:00 a.m.**

**Committee Members:** Mike McRae, Chair  
Ted Costa, Member

**District Staff:** Andrew Pierson, Director of Engineering & Retail Operations  
Donna Silva, Director of Finance  
Devon Barrett, Customer Service Manager  
Teri Grant, Clerk of the Board/Executive Assistant

**Members of the Public:** David  
Mia K.

**Topics:** Public Outreach Contract (W & R)  
Wholesale Mailer Topics (W)  
Other Public Information Matters  
Public Comment

**1. Public Outreach Contract (W & R)**

Mr. Barrett reviewed the written staff report provided to the Committee for inclusion in the Board packet. He explained that the proposed contract amount reflects a \$5,000 increase over the prior year to support expanded public relations services. He further noted that this would be the fourth consecutive annual contract with Prosio Communications and that the most recent competitive RFP process was completed in FY 2023-24. In addition, he advised the Committee that the District intends to rebid the contract approximately every five years. In response to Director McRae's question, Mr. Barrett stated that annual contracts provide flexibility to adjust the budget and scope of services in accordance with Board direction.

Director Costa expressed concern that the District's messaging regarding the source of the water supply, the quality of the water, the District's low rates, and public confidence in the District is not being communicated effectively. He noted that public perception remains low and referenced a recent survey indicating no improvement in public understanding of the water source, which remained at 70 percent. He suggested that staff develop direct relationships with local assignment editors to help secure positive media coverage as part of a broader strategy to improve public perception.

*The Public Information Committee recommends consideration of a motion by the Board to approve entering into a Professional Services Agreement with Prosio Communications for Communications and Marketing Support and Graphic Design Services for FY 2026-27.*

## **2. Wholesale Mailer Topics (W)**

Ms. Silva informed the Committee that staff plans to use a standardized framework to reinforce core themes and improve public perception in the Wholesale Mailer. Mr. Barrett explained that the four topics which staff suggest remain consistent headings are:

1. Keeping Water Rates Low
2. Maintaining District Infrastructure
3. Water Supply Overview
4. Other News

The Committee discussed each topic and emphasized the importance of ensuring that the messaging addresses water quality, efficiency, public confidence, and reliability. Mr. Barrett informed the Committee that the wholesale mailer is expected to be ready within approximately one month. The Committee requested an opportunity to review the draft prior to publication, with a focus on strategic messaging and layout rather than line-item edits; accordingly, a Committee meeting will be scheduled at a later date.

## **3. Other Public Information Matters**

Mr. Barrett asked whether the Committee wished staff to respond to the Sacramento Bee article. He stated that, while the article itself was fair, the headline was sensationalized. The Committee determined that responding would not be productive in building a constructive relationship with the reporter.

## **4. Public Comment**

There were no public comments.

The meeting adjourned at 9:52 am.