



2023 Customer Advisory Committee Meeting Summary

Tuesday, April 30, 2024, 5:45-7:45pm

INTRODUCTION

General Manager Hilary Straus welcomed the Customer Advisory Committee (CAC) members and turned the meeting over to CAC Chair Andrew Johnson. Chair Johnson called the meeting to order at 5:45pm and led the Pledge of Allegiance. He then opened a **PUBLIC COMMENT** session, and there was no Public Comment.

After also thanking the members of the CAC for their service, Chair Johnson turned the meeting over to Laura Mason-Smith, the CAC meeting facilitator, who reviewed the following **Meeting Agenda** for the evening:

1. Welcome and Pledge of Allegiance
2. Public Comment
3. Agenda Review and Participant Introductions
4. Strategic Planning Overview
5. District Issues, Factors, and Trends
6. Next Steps
7. Public Comment
8. CAC Member Learnings and Meeting Take-Away's
9. Close

Mason-Smith reiterated that meeting materials are provided electronically to the CAC members in advance of and following their meetings and are posted on the CHWD website, [Customer Advisory Committee Section](#). In addition, meeting summaries that provide an overview of each CAC meeting are posted to the website to be available to the CAC members and the general public.



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ATTENDEES

Customer Advisory Committee

Julie Beyers	Residential Representative Alternate
Colin Bross	Institutional Representative, San Juan Unified School District
Paul Dietrich	Residential Representative Alternate
Suzanne Guthrie	Residential Representative
Janet Hogan	Residential Representative
Andrew Johnson	Residential Representative
Jay Martinez	Residential Representative
Krissi Miramontes	Residential Representative
Jenna Moser	Residential Representative
Richard Moses	Residential Representative Alternate
Michael Nishmura	Residential Representative
Amy Nygren	Institutional Representative, Sacramento Metropolitan Fire District
Mary Poole	Institutional Representative, City of Citrus Heights
Robin Rau	Residential Representative
Nanette Wheeler-Carter	Residential Representative

Unable to attend were:

Jodi Ash	Residential Representative
Debora Garcia	Residential Representative
Kevin Huntzinger	Institutional Representative, Sunrise Parks and Recreation District
Eric Lindberg	Residential Representative
Alan Utzig	Residential Representative Alternate
	Business Representative, Citrus Heights Chamber of Commerce
	Business Representative, Citrus Heights Chamber of Commerce At-large
	Business Representative, Sunrise MarketPlace
	Institutional Representative, Sylvan Cemetery District

CHWD Staff and Board:

Caryl Sheehan	CHWD President of the Board
David Wheaton	CHWD Vice President of the Board
Ray Riehle	CHWD Director
Hilary Straus	General Manager
Annie Liu	Director of Administrative Services
Missy Pieri	Director of Engineering
Rebecca Scott	Director of Operations
Michael Shorter	Accounting Manager
Brittney Moore	Chief Board Clerk
Kayleigh Shepard	Deputy Board Clerk

Guest:

Roger Canfield	CHWD Residential Customer
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Consultant:

Laura Mason-Smith	Mason-Smith Success Strategies
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STRATEGIC PLANNING OVERVIEW

General Manager Hilary Straus explained that each year the District conducts a Strategic Planning Process that includes a Planning Session to create a Three-Year Strategic Plan. This annual Planning Session includes the District Board Members, Leaders, and Managers, and is led by a neutral Strategic Planning facilitator. Straus shared that he believes the annual Strategic Planning Process is the most important District activity of the year because it sets the shared direction for the District for the coming three years.

Facilitator Laura Mason-Smith reviewed the District's annual Strategic Planning Process which is outlined and illustrated in the CAC meeting materials posted on the District's website [Customer Advisory Committee Section](#). Mason-Smith explained that Strategic Planning is the **ongoing** process whereby the guiding members of an organization use available knowledge to define and document the organization's intended direction. Citrus Heights Water District conducts its Strategic Planning Process annually to establish three-year Goals and one-year Objectives that are above and beyond its daily operations and maintenance. As the District says, **"We plan so that future generations can enjoy water like we do today."**

Reasons to conduct Strategic Planning include:

- Create a clear shared organizational direction
- Get everyone on the same page of understanding
- Confront difficult choices and examine why each decision is made
- Ensure that Goals and Objectives are backed by data and sound reasoning
- Prioritize everyone's efforts
- Create a basis for effectively allocating resources
- Be able to track progress and strategically adjust if necessary

Mason-Smith explained that all CAC members are invited to participate in this year's Strategic Planning Session, which will be held on the evening of June 18, 2024.



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DISTRICT ISSUES FACTORS AND TRENDS

Part of building shared understanding upon which to develop the District's Strategic Plan is to identify District Accomplishments and Strengths as well as Issues, Factors, and Trends that do or could affect the District now or in the future. To illustrate this process, the participants were given copies of the Issues, Factors, and Trends identified at the Strategic Planning Session held in 2023. Working together in four mixed groups, District CAC Members, Board Members, and Staff reviewed and updated the Issues, Factors, and Trends that may affect the District in 2025 and beyond. Their results will be compiled and referenced at the June 18 Planning Session.

NEXT STEPS

The upcoming CAC meeting/activity schedule was reviewed, and it was reiterated that all CAC members are invited to the District's Annual Strategic Planning Session on Tuesday evening, June 18, 2024.

PUBLIC COMMENT

None

MEETING LEARNINGS AND TAKE-AWAY'S

Participants shared the following learnings and take-away's from the Meeting:

1. I really appreciate the opportunity to participate in Strategic Planning
2. This was a flood of information
3. I love seeing all the Issues, Factors, and Trends on the yellow card
4. A lot of information was provided
5. It will be exciting to participate in Strategic Planning
6. I admire the District's proactivity
7. It will be fun to look back on all we've done in four years



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MEETING LEARNINGS AND TAKE-AWAY'S *(continued)*

8. I look forward to the Strategic Planning Process
9. Tonight was really interesting
10. Everyone took all that we did tonight very seriously
11. The presentation was a great refresher and preview
12. This was my first Strategic Planning session tonight and I'm excited to apply what I've learned on June 18
13. There has been lots of learning, which I really appreciate
14. I've learned lots of stuff that I can apply at my work
15. Some of the Issues, Factors, and Trends are observations and fundamental points
16. I want to look at the yellow sheet again and get clarity on some of the items listed
17. It is important to note that all of the input on the card came from people at all levels of the District
18. It is neat seeing something so comprehensive
19. It's really nice to see everything spelled out
20. Thank you for all the hopeful information
21. I see that everything can affect the District's budget
22. This is a super comprehensive and relevant list
23. I can see that all the trends are fluid and moving
24. Everything we've reviewed overlaps, and each item can play a role now or in the future

CLOSE

CAC Chair Andrew Johnson thanked the CAC members and District staff for their participation and closed the meeting at 7:45pm.