



SAN JOAQUIN TRIBUTARIES AUTHORITY

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COMMISSION MEETING OF THE SAN JOAQUIN TRIBUTARIES AUTHORITY

**WEDNESDAY, JULY 23, 2025 – 2:00 P.M.
SPECIAL MEETING AGENDA**

**TURLOCK IRRIGATION DISTRICT
333 E. CANAL DRIVE
BOARD ROOM 105
TURLOCK, CA 95380**

**WINDMILL ORCHARDS
17092 MELLO ROAD
RIPON, CA 95366**

**4333 CLAUS ROAD
MODESTO, CA 95357**

**SAN FRANCISCO PUBLIC UTILITIES COMMISSION
525 GOLDEN GATE AVENUE, 13TH FLOOR
HETCH HETCHY CONFERENCE ROOM
SAN FRANCISCO, CA 94102**

**FRANTZ WHOLESALE NURSERY, LLC
12161 DELAWARE ROAD
OAK ROOM
HICKMAN, CA 95323**

ALTERNATE FORMATS OF THIS AGENDA WILL BE MADE AVAILABLE UPON REQUEST TO QUALIFIED INDIVIDUALS WITH DISABILITIES. PERSONS WHO REQUIRE A DISABILITY-RELATED MODIFICATION OR ACCOMMODATION, INCLUDING AUXILIARY AIDS OR SERVICES, SHOULD CONTACT JENNIFER LAND, COMMISSION SECRETARY, IN PERSON OR BY MAIL, AT THE ABOVE (TID) ADDRESS, OR BY TELEPHONE AT (209) 883-8353, NOT LESS THAN 24 HOURS PRIOR TO THE MEETING FOR WHICH THE MODIFICATION OR ACCOMMODATION IS REQUIRED.

1. CALL TO ORDER

Members of the public will have the opportunity to provide public input in-person or via the webinar or phone features. If you wish to speak, click on the “Raise Hand” button via Zoom, or press *9 if using a phone, and wait until your name (or other identifying information) is called by the Commission Secretary.

To join the meeting:

- [Click here to join the video meeting](#)
- Or to join by phone, please dial 669-900-9128 or 346-248-7799
Meeting ID: 944 2328 7389

2. SALUTE TO THE FLAG

3. ROLL CALL OF COMMISSIONERS

4. PUBLIC COMMENT PERIOD (5 minutes per speaker)

This time is provided for the public to address the Commissioners of the Authority on matters of concern that fall within the jurisdiction of the Authority that are not on the agenda. Speakers are encouraged to consult Member Management or Directors prior to agenda preparation regarding any Authority operation or responsibility as no action will be taken on non-agenda issues.

5. MOTION TO APPROVE MINUTES OF THE REGULAR MEETING OF MAY 12, 2025

6. MOTION TO ACCEPT THE TREASURER'S REPORT

Presentation and acceptance of the Treasurer's Report through June 30, 2025.

- Ashley Millsap, SJTA Treasurer

7. MOTION TO CANCEL THE REGULAR MEETING OF AUGUST 11, 2025

Consider a motion canceling the regular meeting of the San Joaquin Tributaries Authority scheduled for Monday, August 11, 2025 at 10:00 a.m.

- Andree Lee, SJTA Executive Director

8. RESOLUTION TO APPROVE PHASE 1 OF THE STRATEGIC COMMUNICATIONS PROGRAM AND AN AMENDMENT TO THE 2025 BUDGET FOR IMPLEMENTATION OF THE PROGRAM

Consider a resolution approving Phase 1 of the SJTA Strategic Communications Program; and approving an amendment to the 2025 fiscal year budget for implementation of the Program; and authorizing the Executive Director to negotiate and execute a contract with Harris Research for an amount not to exceed \$87,000 for public polling and with Nancer Communications for an amount not to exceed \$40,000 for strategic communications support.

- Andree Lee, SJTA Executive Director

9. EXECUTIVE DIRECTOR REPORT

Update on the Strategic Plan implementation and SJTA activities.

- Andree Lee, SJTA Executive Director

10. MATTERS TOO LATE FOR THE AGENDA

11. NEXT REGULAR MEETING DATE - MONDAY, NOVEMBER 3, 2025 AT 10:00 A.M.

12. MOTION TO ADJOURN

**MINUTES OF THE REGULAR COMMISSION MEETING
OF THE SAN JOAQUIN TRIBUTARIES AUTHORITY**

Turlock, California
12 May 2025

The Commission Meeting of the San Joaquin Tributaries Authority was called to order at 10:00 a.m. in regular session on the 12th day of May, 2025, conducted in-person from the Turlock Irrigation District located at 333 E. Canal Drive, Turlock, CA and via Zoom Webinar.

Present were the following representatives of the member agencies:

Michael Frantz – Turlock Irrigation District
Kate Stacy – City and County of San Francisco
Mike Weststeyn – South San Joaquin Irrigation District
Robert Frobose – Modesto Irrigation District, Vice Chair

PUBLIC COMMENT

There were no comments from the public.

MOTION APPROVING COMMISSION MEETING MINUTES

Moved by Commissioner Frantz, seconded by Commissioner Stacy, that the minutes of the regular meeting of February 10, 2025, be approved as presented.

All voted in favor with none opposed. The Vice Chair declared the motion carried.

MOTION APPROVING TREASURER'S REPORT

SJTA Treasurer Ashley Millsap presented the Treasurer's Report with activity through April 30, 2025, including interest earned on the money market account, total expenditures, and cash reconciliations for the money market and checking accounts.

Commissioner Frantz commented about the positive benefits of the interest earned on the money market account.

Moved by Alternate Commissioner Weststeyn, seconded by Commissioner Stacy, that the Treasurer's Report through April 30, 2025, be approved as presented.

All voted in favor with none opposed. The Vice Chair declared the motion carried.

RESOLUTION NO. 2025-02

**RESOLUTION TO AUTHORIZE APPROVALS FOR PAYMENT OF INVOICES AND
ISSUE CONTRACTS**

SJTA Executive Director Andree Lee presented an overview of the proposed resolution to

authorize approvals for payment of invoices and issuance of contracts, noted the goal of these protocols is to provide transparency in SJTA business activities, maintain oversight for use of public funds, and enable efficient operations in between Commission meetings, and reviewed the proposed payment and contracting authorities.

Commissioners, Ms. Lee, and Legal Counsel Art Godwin discussed details of the resolution related to references of EKI Environment & Water, Inc., parameters of payment authorities for the Executive Director and General Managers, and the importance of this plan for efficient administration.

Hearing no further comments, the Commission took the following action:

Moved by Commissioner Frantz, seconded by Commissioner Stacy, that the resolution authorizing the Executive Director of the SJTA and General Managers of the SJTA Member Agencies to Approve Payments and Issue Contracts be approved as presented.

Upon roll call the following vote was had:

Ayes:	Commissioner Frantz, Commissioner Stacy, Alternate Commissioner Weststeyn, and Commissioner Frobose
Noes:	None
Absent:	None

All voted in favor with none opposed. The Vice Chair declared the motion carried.

MOTION TO APPROVE THE 2025 WORK PLAN

SJTA Executive Director Andree Lee presented an overview of the proposed work plan, outlining the development process from November 2024 through May 2025 and highlighting work plan actions aligned with strategic goals, categorized by status or priority, and can be completed with the existing 2025 budget. Ms. Lee noted all but one of the high priority actions can be completed within the existing budget except for the implementation of the Strategic Communications Program. She recommended Commission approval of the 2025 work plan and requested direction to continue developing the Strategic Communications Program with plans to convene a future special meeting to consider a potential budget amendment for this action. Additionally, Ms. Lee stated she would return to the Commission in November to review work plan actions for potential consideration as part of the 2026 work plan and budget.

Commissioners and Ms. Lee discussed coordination with any outside consultants regarding “Tell the Story” related actions, updates on the branding contract and RFP for website development, and decision points to be made regarding the desired depth of the website built out.

Hearing no further comments, the Commission took the following action:

Moved by Commissioner Stacy, seconded by Commissioner Weststeyn, that the 2025 Work Plan be approved as presented.

All voted in favor with none opposed. The Vice Chair declared the motion carried.

EXECUTIVE DIRECTOR REPORT

SJTA Executive Director Andree Lee provided an update regarding continued discussions with Merced Irrigation District about the possibility of reengaging with SJTA.

MOTION ADJOURNING TO CLOSED SESSION

Moved by Commissioner Frantz, seconded by Commissioner Stacy, that the Commission meeting be adjourned to closed session at 10:25 a.m.:

- A. Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
San Joaquin Tributaries Authority, et al vs. California State Water Resources Control Board
Tuolumne County Superior Court – Case Number CV62094
Judicial Council Coordinated Proceeding No.5013
- Valerie Kincaid, Legal Counsel
- B. Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
San Joaquin Tributaries Authority vs. California State Water Resources Control Board
Fresno County Superior Court – Case No. 21CECG02632
- Valerie Kincaid, Legal Counsel
- C. Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
San Joaquin Tributaries Authority, et al vs. California State Water Resources Control Board
Court of Appeals 6th District – Case No. H047270
Consideration of Settlement Proposal
- Valerie Kincaid, Legal Counsel
- D. Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
San Joaquin Tributaries Authority, et al vs. California State Water Resources Control Board
Fresno County Superior Court – Case No. 23CECG04201
- Valerie Kincaid, Legal Counsel
- E. Conference with Legal Counsel – Anticipated Litigation**
California Government Code Section 54956.9(d)(2)-(3)
Anticipated Litigation – one potential case
Potential future State Water Board Action
- Valerie Kincaid, Legal Counsel

All voted in favor with none opposed. The Vice Chair declared the motion carried.

RECONVENE – OPEN SESSION

The Commission meeting was reconvened at 11:30 a.m. in open session with all Commissioners present as per the previous open session.

REPORT OF ANY ACTION TAKEN IN CLOSED SESSION

At the request of Vice Chair Frobose, Legal Counsel Valerie Kincaid announced there were no reportable action items to report from closed session.

MATTERS TOO LATE FOR THE AGENDA

There were none.

FUTURE MEETING

The next regular meeting is scheduled for Monday, August 11, 2025 at 10:00 a.m.

ADJOURNMENT

There being no further business, moved by Commissioner Frantz, seconded by Commissioner Stacy, that the meeting be adjourned at 11:30 a.m.

All voted in favor with none opposed. The motion was carried.

Secretary to the Commission of the
SAN JOAQUIN TRIBUTARIES AUTHORITY



SAN JOAQUIN TRIBUTARIES AUTHORITY

www.SanJoaquinTributariesAuthority.org

MEMORANDUM

To: San Joaquin Tributaries Authority
From: SJTA Treasurer, Ashley Millsap
Issue: **Motion to Accept Treasurer's Report**
Date: July 23, 2025

Attached (or below) please find the Treasurer's Report with activity through June 30, 2025.



SAN JOAQUIN TRIBUTARIES AUTHORITY

2025 Actual v. Budget

YTD as of June 30, 2025

	2025 Budget	2025 YTD Actual	Budget Variance	% of 2025 Budget YTD
Revenue				
Agencies Cash Call	\$ 1,058,484.76	\$ 1,058,484.76	\$ -	
Interest Earned/Received	\$ -	\$ 11,684.00	\$ 11,684.00	
Carryover	\$ 993,536.78	\$ 993,536.78	\$ -	
Total Revenue	\$ 2,052,021.54	\$ 2,063,705.54	\$ 11,684.00	
Expenditures				
Executive Director	\$ 291,634.75	\$ 123,645.17	\$ (167,989.58)	42%
Administrative Costs	\$ 105,850.00	\$ 33,395.00	\$ (72,455.00)	32%
Legal Costs	\$ 1,061,000.00	\$ 368,201.04	\$ (692,798.96)	35%
OID Settlement Payment	\$ -	\$ 84,928.81	\$ 84,928.81	
Total Expenditures	\$ 1,458,484.75	\$ 610,170.02	\$ (848,314.73)	42%
Revenue over Expenditures	\$ 593,536.79	\$ 1,453,535.52	\$ 859,998.73	



SAN JOAQUIN TRIBUTARIES AUTHORITY

Cash Reconciliation for Money Market Account

Balance as of 4/30/25: \$ 913,411.79

Receipts:

0.00	Cash Call ()	
3,820.29	Interest	
<u>3,820.29</u>		\$ 3,820.29

Disbursements:

0.00	Transfer	
<u>0.00</u>		\$ -

Balance as of 6/30/25: Total Cash Balance: \$ 917,232.08



Cash Reconciliation for Checking Account

Balance as of 4/30/25: \$ 629,740.98

Receipts:

264,621.19	Cash Call ()	
0.00	Transfer	
<u>264,621.19</u>		\$ 264,621.19

Disbursements:

46,107.61	EKI Environment & Water	
0.00	Paris Kincaid Wasiewski LLP	
<u>46,107.61</u>		\$ (46,107.61)

Checking Balance as of 6/30/2025: \$ 848,254.56

Outstanding Disbursements

51,522.58	EKI Environment & Water	
25,000.00	Port of Stockton	
235,428.54	Paris Kincaid Wasiewski LLP	
<u>311,951.12</u>		\$ (311,951.12)

Total Adjusted Checking Balance: \$ 536,303.44

Total Money Market Balance: \$ 917,232.08

Total Cash Balance as of 6/30/2025: \$ 1,453,535.52



MEMORANDUM

To: San Joaquin Tributaries Authority
From: SJTA Executive Director, Andree Lee
Issue: **Approve Phase 1 Strategic Communications Program, Budget Amendment, and Contract Authorizations**
Date: July 23, 2025

This memorandum provides an overview of the proposed San Joaquin Tributaries Authority (SJTA) Strategic Communications Program (Program) and Phase 1 Scope of Work. SJTA is seeking 1) approval of Phase 1 of the Program, 2) an amendment to the Fiscal Year (FY) 2025 Budget to incorporate the Strategic Communications Program, and 3) authorization to negotiate consultant contracts to implement the Phase 1 scope of work.

Background

SJTA's Strategic Plan includes two goals related to communications: a "One Voice" goal to elevate the identity and effectiveness of SJTA by developing a unified voice, and a "Tell the Story" goal to increase awareness and understanding of the widespread benefits from the water systems and resources managed by SJTA members, positioning SJTA as a critical partner and information source around water and power operations and resources management.

In April 2025, SJTA initiated the development of a Strategic Communications Program (Program) in support of these Strategic Plan goals, at the direction of the SJTA agencies' general managers. The Program outlines the approach for implementing one campaign designed to work across countless ongoing water education opportunities faced in the future seeking to crystallize public consent for both the source and security of the water customers need to live, work, and relax. The Program was developed through the Communications Working Group (CWG), comprised of communications staff and general managers from the SJTA agencies, with consultant support from Nancer Communications.

The Program includes two potential implementation phases. Phase 1, to be considered by the Commission at the July 23rd meeting, would include research, message development, and media plan scoping.

Phase 2, if implemented, would include paid media and preparation of earned media materials. The scope of Phase 2 services would be further developed through Phase 1; if the CWG recommends moving forward with Phase 2, the Phase 2 scope and budget would be considered by the Commission at a future meeting.

Phase 1 Scope of Work

Phase 1 of the Program is proposed to include research, message development, and media plan scoping. Each of these tasks is described in more detail below.

Conduct Public Opinion Poll

This task includes creating and implementing a quantitative public opinion poll designed to inform future messaging and for potential public release. The poll questions will be informed by partner insights from experience, previous research, and other sources, and will be designed to validate “how many” share specific sentiments. The findings from the research can then be leveraged in communications materials that then highlights key messages.

The poll will be designed to last 15 minutes and will be conducted among 1,500 registered voters from the Bay Area (Santa Clara, San Mateo, Alameda, and San Francisco Counties) and Central Valley (San Joaquin, Stanislaus, and Merced Counties). The poll will include sufficient sample sizes in each county to be suitable for public release; any data point that does not meet a minimum requirement of at least 100 respondents will not be publicly reported. The poll will be conducted online and via telephone in both English and Spanish.

Polling topics will include general questions on customer understanding of and interactions with water; views on water-related topics such as habitat, conservation, and affordability; Healthy River and Landscapes (HRL) Program knowledge and sentiments; and water management and stewardship perceptions, including water rights.

Develop Key Messages

This task includes developing credible messages and news-style data. Four key messages will be developed, highlighting positive actions of the SJTA agencies and the value to water customers, in alignment with SJTA’s One Voice goal. Examples of positive efforts that may be highlighted include specific multi-benefit projects (e.g., Dos Rios or Old La Grange Bridge) and collaborative efforts with State agencies and other partners (e.g., HRL).

Draft messages will be developed by Nancer Communications, with input and review from the CWG, in parallel with the public opinion poll. Messages will be reviewed and refined following completion of the public opinion poll considering findings and incorporating data points as appropriate.

Scope Creative Development and Media Buy

This task includes identifying, evaluating, and pricing media offerings for potential campaign implementation (Phase 2). SJTA will work with CWG to identify desired services and capabilities, budget constraints, and potential media vendors. Proposals will be requested from identified media vendors and vetted with the CWG. If the CWG recommends moving forward with a media buy and/or creative development, a media plan will be integrated into the Phase 2 Scope of Work and presented to the SJTA Commission for consideration. The media plan may

consider a phased approach (e.g., an initial campaign on general water education and potential subsequent campaign on specific topics).

Costs and Consultant Selection

The proposed budget for Phase 1 is \$127,000, including \$87,000 for public polling and \$40,000 for strategic communications support.

Proposals for polling services were obtained from three firms and reviewed by the CWG. Harris Research was recommended for selection given their specific expertise and detailed approach to supporting public release of poll results.

Nancer Communications is recommended for strategic communications support to provide continuity with the Strategic Communications Program. The scope for Nancer Communications would include developing four key messages, providing input on polling questions, and supporting scoping and evaluation of media offerings for Phase 2.

Proposed Revised 2025 SJTA Budget

An increase of \$132,000 to the SJTA FY 2025 Budget is proposed to cover both the Strategic Communications Program development (completed in May 2025 at a cost of \$5,000) and Phase 1 (\$127,000). This budget increase is proposed to be funded from the 2024 carryover.

Including the 2024 carryover and interest earned, the SJTA 2025 revenue year-to-date is \$2,061,705, \$603,221 above SJTA's adopted budget. Therefore, the proposed budget increase does not result in an additional cash call for the member agencies.

Schedule

Phase 1 would begin upon Commission approval and be completed over a 4-month period, with completion anticipated in November 2025. It is anticipated that key outcomes from Phase 1 will be shared with the Commission at its November 2025 meeting and that any costs associated with Phase 2, if Phase 2 implementation is recommended by the CWG, will be considered as part of the SJTA 2026 Operating Budget.

Recommendation

It is recommended that the Commission:

1. Approve Phase 1 of the Strategic Communications Program; and
2. Approve an increase of \$132,000 to the Fiscal Year 2025 Budget, including \$5,000 for costs incurred to date related to development of the Strategic Communications Program and \$127,000 for implementation of Phase 1 of the Strategic Communications Program; and
3. Authorize the Executive Director to negotiate and execute a contract with Harris Research for an amount not to exceed \$87,000 for public polling; and
4. Authorize the Executive Director to negotiate and execute a contract with Nancer Communications for an amount not to exceed \$40,000 for strategic communications support.

RESOLUTION NO. 2025 - 3

RESOLUTION APPROVING PHASE I OF THE SAN JOAQUIN TRIBUTARIES AUTHORITY STRATEGIC COMMUNICATIONS PROGRAM AND APPROVING AN AMENDMENT TO THE 2025 FISCAL YEAR BUDGET FOR IMPLEMENTATION OF THE PROGRAM AND AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE CONTRACTS FOR PUBLIC POLLING AND STRATEGIC COMMUNICATIONS SUPPORT

WHEREAS, the San Joaquin Tributaries Authority (SJTA's) Strategic Plan includes two goals related to communications: a "One Voice" goal to elevate the identity and effectiveness of SJTA by developing a unified voice, and a "Tell the Story" goal to increase awareness and understanding of the widespread benefits from the water systems and resources managed by SJTA members; and

WHEREAS, in April 2025, SJTA initiated the development of a Strategic Communications Program (Program) in support of these Strategic Plan goals, at the direction of the SJTA agencies' general managers; and

WHEREAS, the Program includes two potential implementation phases: Phase 1 includes research, message development, and media plan scoping, and Phase 2 (to potentially be considered at a later date) includes paid media and preparation of earned media materials; and

WHEREAS, the proposed budget for Phase 1 of the Program is \$127,000, including \$87,000 for public polling and \$40,000 for strategic communications support.

NOW, THEREFORE, BE IT RESOLVED by the Commission of the San Joaquin Tributaries Authority as follows:

1. Phase 1 of the Strategic Communications Program is hereby approved; and
2. An increase of \$132,000 to the 2025 Fiscal Year Budget, including \$5,000 for costs incurred to date related to development of the Strategic Communications Program and \$127,000 for implementation of Phase 1 of the Program is hereby approved; and
3. There are sufficient carryover funds from Fiscal Year 2025 budget to fund the additional expenses for the Strategic Communications Program, which will result in no additional cash call for the member agencies, and
4. The Executive Director is hereby authorized to negotiate and execute a contract with Harris Research for an amount not to exceed \$87,000 for public polling and a contract with Nancer Communications for an amount not to exceed \$40,000 for strategic communications support.

Moved by Commissioner , seconded by Commissioner , that the foregoing resolution be adopted.

Upon roll call the following vote was had:

Ayes:

Noes:

Absent:

The Chair declared the resolution _____.

I, Jennifer Land, Secretary of the Commission of the SAN JOAQUIN TRIBUTARIES AUTHORITY, a California joint powers agency, do hereby certify that the foregoing is a full, true, and correct copy of a resolution duly adopted at a special meeting of said Commission thereof duly called and held at Turlock Irrigation District office held on the 23rd day of July, 2025.

Secretary to the Commission of the
SAN JOAQUIN TRIBUTARIES AUTHORITY

Exhibit A

2025 Adopted Budget

Cost for ED	\$273,334.75
Travel ED	\$18,300.00
Total ED Cost	<u>\$291,634.75</u>
Admin Staff Cost	\$25,000
Website & Branding update	\$40,000
Modeling / Fish Studies	\$850
DO Stockton Ship Channel Project	\$25,000
Banking and CPA Expenses	\$5,000
Court and Record Fees	\$10,000
Total Admin Costs	<u>\$105,850</u>
Legal (Paris Kincaid)	<u>\$1,061,000</u>
Total	<u>\$1,458,485</u>
Cash Call per agency	\$264,621

Exhibit B

2025 Revised Budget

Cost for ED	\$273,334.75
Travel ED	\$18,300.00
Total ED Cost	<u>\$291,634.75</u>
Admin Staff Cost	\$25,000
Strategic Communications Program	\$132,000
Website & Branding update	\$40,000
Modeling / Fish Studies	\$850
DO Stockton Ship Channel Project	\$25,000
Banking and CPA Expenses	\$5,000
Court and Record Fees	\$10,000
Total Admin Costs	<u>\$105,850</u>
Legal (Paris Kincaid)	<u>\$1,061,000</u>
Total	<u>\$1,590,485</u>
Cash Call per agency	\$264,621