



MEMO

TO: Board of Directors
FROM: Jenna Covington, Executive Director
DATE: January 17, 2025
SUBJECT: January 23, 2025, Regular Board Meeting

Welcome to 2025! We are kicking off the new year with a full agenda this month. Similar to 2024, I anticipate a full year of activity as we push more big rocks over the goal line and tackle new rocks we will encounter.

Strategic Initiative Highlight – 3.1.3 - Develop Strategic Communications Plan for Stewardship

The District prioritizes fiscal stewardship across our organization, saving money for our Member Cities and Customers across all service lines and through our capital improvement program. To raise awareness of the District’s stewardship efforts, the Communications Department developed and launched a strategic communications plan in 2024 to highlight our stewardship efforts as part of our ongoing communications with Member City and Customer audiences.

The team developed an editorial calendar featuring stories that showcase how team members across the District are making operational enhancements that reduce costs and preserve resources. These stories are being shared through a number of channels, including the District’s website, newsletter, and budget communications.

The plan also included the creation of proactive messaging focused on demonstrating the importance and value of the District’s regional infrastructure. This messaging has been included in communications with Members and Customers and used proactively with outreach to local news media. As a result, the District’s key messages explaining our increasing wholesale rates and our extensive capital improvement program have been included in several recent local media stories.

Board and Committee Meeting Schedule for 2025

This table is provided to give you an overview of the meeting dates scheduled for 2025. Specific times will be shared closer to the actual meeting dates. As you are planning out your year, please let Brian or Stephanie know if you have a known scheduling conflict.

Month	Administrative Committees	Operations Committees	Regular Board Meetings
January	January 8	January 22	January 23
February	February 12	February 26	February 27
March	March 12	March 26	March 27
April	April 9	April 23	April 24
May	May 7	May 21	May 22
June	June 11	June 25	June 26
July	July 9	July 23	July 24
August	August 13	August 27	August 28
September	September 10	September 24	September 25
October	October 8	October 22	October 23
November	November 5	November 19	November 20
December	December 3	December 17	December 18