RINCON DEL DIABLO MUNICIPAL WATER DISTRICT

April 7, 2021

III-A: Consider Applications and Provide Direction to the General Manager on the Appointment of the New Director for Division IV.

PURPOSE:
To consider and discuss the applications for the Board of Directors Division IV vacancy and come to a consensus on who moves forward to personal interviews.

FISCAL IMPACT:
Costs associated with the replacement of the Division IV Board Member may be limited to minor administrative costs.

BACKGROUND:
Rincon del Diablo Municipal Water District Board President Erin Lump notified the remaining Board members that she would be relocating out of State and resigned from her Board of Directors’ Division IV seat effective March 1, 2021.

At the February 9, 2021 Board of Directors meeting, Directors discussed the Division IV vacancy and how to proceed. Pursuant to Water Code 71254 and Government Code Section 1780, there are two options for filling the vacancy: Board appointment within 60 days or a Special Election. Directors elected to fill the vacancy by appointment and set the date April 13th to interview applicants and potentially fill the Division IV seat.

On March 1, 2021, the District posted a “Notice of Vacancy of the Rincon del Diablo Municipal Water District Board of Directors Division IV” on the District website and at locations within Division IV. The initial Notice stated that the deadline for submitting an application was 4:00 on March 12, 2021. One application was received, therefore, emails regarding filling the vacancy were sent to customers within the Division IV boundaries and notices were published in the Escondido Times Advocate. 14 additional applications have been received; however, the application process is open until 4:00 p.m. on April 7th and the number is expected to increase. Management is now requesting the Board of Directors discuss and consider the applications and determine which candidates they would like to interview at the April 13th Board of Directors’ meeting.

RECOMMENDATION:
The Board of Directors discuss and come to a consensus on who they would like to invite to interview at the April 13th Board of Director’s meeting.
ATTACHMENTS:
A. Notice of Vacancy
B. Applications for Appointment to Division IV Vacancy
   1. Darren Behan
   2. Vincent Broyles
   3. Don Christofferson
   4. Sherrie Dorsten-Taylor
   5. Kirt Haden
   6. Randy Hartman
   7. Heidi Hopp
   8. Lois A. Jones
   9. Holli Joyal
   10. Jerrod Krebs
   11. Charles Loftland
   12. Jorge L. Melendez
   14. Tom O'Rourke
   15. Edwin Quick
   16. Andrew Reegen
   17. Franz Schauer
   18. Jodi Schnoebelen
   19. Bruce Smith
   20. Audrey Taylor
   21. Gary J. Thomas
   22. Jack G. Williams, Sr.
Supplement I – James Bouey
Supplement 2 – J. Barry Baker
Supplement 3 - Barbara A. Welsh
   Mona L. Durney
   Jeremy Burr
APPLICATION FOR APPOINTMENT TO RINCON DEL DIABLO MUNICIPAL WATER DISTRICT BOARD OF DIRECTORS - DIVISION 4 VACANCY

Instructions
Interested persons who reside in Division 4 must complete and submit this application by the closing date below to be considered for appointment. Please return your completed application to:

Rincon del Diablo Municipal Water District
Attn: Wanda Cassidy
1920 North Iris Lane
Escondido, CA 92026

Application closing date: April 7, 2021

Your application must include the following:
Name: Barbara L. Welsh

Residence Address: [Redacted]

Phone (Daytime): [Redacted] Phone (Evening): [Redacted]

Email: [Redacted]

You may use a separate page to respond to the following questions:

- Briefly describe why you are interested in serving on the Board of Directors.
- Please list in rank order — most critical first — the five most strategic issues for the District, and specifically how you propose to deal with each issue.
- Please list your relevant educational, professional, and service experience, and how each experience contributes to your ability to deal with the issues listed in the previous question.
- Do you have a Conflict of Interest (financial interests, property interests, contracts, etc.) that may limit or prevent your serving on the Board?

The selection process from the pool of qualified candidates is scheduled to take place at the Regular District Board meeting scheduled on April 13, 2021.

If you have any questions, please contact Wanda Cassidy at 760 745-5522, ext. 601.

Certification
I certify that the information contained in this application is true and correct. I further authorize the District to verify the information contained within this application.

Signature: [Signature] Date: 4-7-21
1. I view serving on the Board of Directors as an intellectual challenge. I am motivated to learn, research, to embrace a new life endeavor.

2. Most strategic issues for water district:
   A. Continuing to provide the most reliable water system possible
   B. identifying new water, sources, and recycled water facilities
   C. how to continue to provide safe and reliable potable and recycled water to Hook clients, i.e., water systems maintenance, monitoring water quality, and addressing backflow prevention
   D. maintaining water system proper
   E. Interfacing with fire authorities to stay ahead of "global warming" influences.

   To deal with each issue would require my having more knowledge of the systems.

3. I managed a dental practice for twenty-five years. I have great organizational skills, great "people" skills, and an unwavering need to learn new information and apply as needed. And I can "think outside the box."
For nine years I have been a volunteer for the SCGER - Southern California Golden Retriever Rescue. I transport incoming dogs, do in-home interviews to write essays to address "worthiness" of applicants, and I do large scale fundraising events.

Business and volunteer experience has yielded much depth in problem solving strategies, and generated my ability to be human.

1. I have no conflict of interest.
APPLICATION FOR APPOINTMENT TO RINCON DEL DIABLO MUNICIPAL WATER DISTRICT BOARD OF DIRECTORS - DIVISION 4 VACANCY

Instructions
Interested persons who reside in Division 4 must complete and submit this application by the closing date below to be considered for appointment. Please return your completed application to:

Rincon del Diablo Municipal Water District
Attn: Clint R. Baze
1920 North Iris Lane
Escondido, CA 92026
Application closing date: April 7, 2021

Your application must include the following:
Name: Mona L. Durney
Residence Address: [Redacted]
Phone (Daytime): [Redacted]
Phone (Evening): [Redacted]
Email: [Redacted]

You may use a separate page to respond to the following questions:

- Briefly describe why you are interested in serving on the Board of Directors.
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Certification
I certify that the information contained in this application is true and correct. I further authorize the District to verify of the information contained within this application.

Signature: Mona L. Durney
Date: 4-7-2021
APPLICATION FOR APPOINTMENT TO RINCON DEL DIABLO MUNICIPAL WATER DISTRICT BOARD OF DIRECTORS – DIVISION 4 VACANCY

Mona L. Durney –

Dear Rincon Water Board of Directors,

I have been a resident of Division 4 for over 19 years and have a strong interest in serving our community and city. I strongly agree with your Mission Statement: “Rincon Water exists to reliably deliver quality water to meet the needs of Rincon Water’s residents, businesses, municipalities, and fire response services. We Execute this civic responsibility with professionalism, striving to improve the value our customers experience for the rates they pay.”

I have a wide background in Escrow, Title, and as a local Business Owner in Escondido. My experiences include being on many boards and taking projects from the ground up and making them successful. I am team player and I know that my efforts working as a Board Member are for a united front, as we cannot work alone.

Cost of Water to the Public: I would agree that we must provide water at a rate that is fiscally prudent for the public, keeping in mind the costs that we must account for and save for future generations and impacts on our environment. I would like to learn more about how much the water services cost and help oversee, with the Board, these costs to make sure that we follow our Mission with Integrity and purpose.

Continuous Improvement is very important to me: Making sure that we have effective and efficient water distribution operations and fair and practical governance, and resource management is key to making sure that the Rincon Water District remains the most reliable Water System in the County of San Diego. This requires training, which I would gladly participate in, to make sure that I maintain the skill sets and developmental facts that the Rincon Employees adhere to.

I believe that our Water District must work together with other Districts statewide: I am a people person and will always strive to form strong relationships with my fellow Board Members, as well as stakeholders and other influential resources, to ensure that Rincon Water remains successful in its mission to build a collaborative Water District community.

We have a strong agricultural presence in Escondido, and it is essential to our farmers and growers that we can provide the water they need, even in drought periods: I would like to expand my knowledge of areas in which we can improve or create event more canal or distribution systems to supply our stockholders with irrigation and domestic water. In past years, the cost of the water was prohibitive, and many Avocado growers sold out to developers. I would like to help change that. Escondido is really a “Hidden Valley” and the areas around are so beautiful. As you drive up the 15 north, the experience of appreciating the landscape from Del Dios north, through Valley Center and beyond is quite important to preserve and I will help you the best I can to help preserve our District’s beauty and community.
Keeping strong alliances with our local government is essentially important to make sure that we are all effectively working forward and together to make sure that Rincon Del Diablo Municipal Water District thrives. I am bipartisan in my views and actions with respect to working together, not against each other and want to make sure that the good of our community comes first and foremost.

I cannot say that I have the fix for any of my strategic issues, but I have the earnest willingness and enthusiasm to learn and contribute all that I can to make my presence as a Board Member count for something and make a difference. I want to be someone you can count on to do the job or task and the person who can lead a Task Force to get a job done.

As I mentioned, I have worked in the Escrow and Title business, managing branch offices for Banks and Title Companies throughout San Diego, especially in the areas from Escondido through La Jolla areas. I have also been a Business owner here in Escondido for the past 20 years and have been on many Boards and have helped form non-profit organizations. As an Escrow Officer I leaned to be a neutral fiduciary, and a lot about land and property ownership and use issues.

As a Business Owner, I have become very invested in the Escondido Community, which I want to help thrive, especially in this era of Covid-19 where are local businesses are being hit so hard economically.

As a Community Organizer, I was the Associate Producer of Carols by Candlelight, benefiting Rady Children’s Hospital, for 8 years

I took over the Rising Star Program, presented by the Escondido Chamber of Commerce, which provides recognition and distinction for the awesome efforts our high school students who demonstrate character, integrity, love of learning, involvement in school and community activities and/or the ability to overcome challenging life circumstances. Rising Stars then offers them an opportunity to receive a scholarship. I kept this program alive, despite the Covid-19 difficulties, and it is quite successful.

I have no conflict of interest; I am at your service and would be forever grateful for the opportunity to work with you all to make Rincon Water even better. That will be hard, because you all are doing such a great job!

With much sincerity,

Mona Durney

[Signature]

Mona Durney

[Redacted]
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Attn: Clint R. Baze
1920 North Iris Lane
Escondido, CA 92026

Application closing date: April 7, 2021

Your application must include the following:

Name: [redacted]
Residence Address: [redacted]
Phone (Daytime): [redacted] Phone (Evening): [redacted]
Email: [redacted]

You may use a separate page to respond to the following questions:

- Briefly describe why you are interested in serving on the Board of Directors. - See attached pages.
- Please list in rank order – most critical first – the five most strategic issues for the District, and specifically how you propose to deal with each issue. - See attached pages.
- Please list your relevant educational, professional, and service experience, and how each experience contributes to your ability to deal with the issues listed in the previous question. - See attached pages.
- Do you have a Conflict of Interest (financial interests, property interests, contracts, etc.) that may limit or prevent your serving on the Board? Answer: I Denise S Coughlin have no known Conflict of Interests

The selection process from the pool of qualified candidates is scheduled to take place at the Regular District Board meeting scheduled on April 7, 2021.

If you have any questions, please contact Clint Baze at 760 745-5522, ext. 606.

Certification
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Signature: [Signature] Date: 4/7/2021
Denise Syquia Coughlin | About Me:

- 1st Generation Filipino-American born and raised in San Diego County
- Father proudly served in the United States Navy
- Received Bachelor's in Business Administration from the University of San Diego
- University of Rome, Tor Vergata, Rome, Italy - International Business Program of Small Business Management
- Works for the American Red Cross Biomedical Services, Western Division since 2006
- Started a security electronics company in 2011 with my husband located in Escondido, CA
- Proud mother of 13 year old twins

When my husband and I moved our family to Escondido in 2018, we decided to purchase what would be our forever home. I fell in love with the City of Escondido and its rural feel while being conveniently located to amenities associated with larger, over congested cities. In 2019, I decided to purchase a new building for my small business EdgeTech Inc. in the City of Escondido. While obtaining several permits for our new home and business, I felt a calling to be more active and involved working locally with the city and public agencies. While seeking opportunities, I received the notification for an opening within the Rincon Water Authority Board and the prospect of being considered is exactly what I am looking for.

Strategic Issues (Most Critical First)

1. **Running Water**: Reliably deliver quality water to meet the needs of Rincon Water's residents, businesses, municipalities, and fire response services. I will work with current board members to understand the strengths from SWOT Analysis and conversely work hard to understand the weaknesses, opportunities, and threats to provide a fresh perspective based on my expertise and intuition. Although the additional items below may be an extension of this major issue, I feel the boards decisions on all issues needs to address "How does this decision impact our ability to deliver quality water?"

2. **Financial**: Prudent use of public funds. I will work with the board to ensure decisions being made are financially responsible. As a current business owner, I primarily focus on the financial health as a business, and I will bring this experience to the board room. Knowing when to spend money to invest in the future is more important than just saving for a rainy day. Identifying short term loses for long term gains is a characteristic that those without business experience may lack. Evaluating the current contingency in the event of a crisis.
3. **Conservation:** *Educating the public on water conservation.* As a mother of two teenaged children, I know how wasteful they can be, especially when it comes to running water. It is important to target the community and help educate those that tend to take water for granted. My experience with the American Red Cross and working closely with youth, our next generation, will help Rincon Water reach an audience for future conservationists. I would help spearhead community initiatives that reward businesses and homeowners that take an active effort in planting or maintaining drought resistant landscaping, who post on social media tagging Rincon with their bill year showcasing how much water they saved and starting a “Conservation Crew” where local students volunteer advocating for conservation to name a few.

4. **Technology:** *Use of appropriate technology.* Integrating technology to streamline operations and ensure aging equipment is being monitored. Evaluate current software, hardware, and processes aren’t antiquated and are updated when financially feasible. When I launched my business 10 years ago, I knew that a cutting-edge CRM/Accounting software was paramount and would allow for scalable growth and maintain accurate record keeping. I implemented Oracle’s cloud-based software NetSuite and believe the experience with this application will allow me to provide valuable insight to Rincon Water. Technology is the future and the now. Evaluating how to use technology to communicate with Rincon Water’s residents, businesses, municipalities, and fire response services is extremely important. Ensuring there is brand consistency with Facebook, Instagram, Pinterest, Twitter, Nextdoor and YouTube. Upon review of the Rincons social media presence, the last post was June 2019. Facebook is the only active medium being used and sets a tone with the community. If there is a crisis, a critical communication tool is social media. Keeping the community up to date develops trust and lives up to the value of having transparent and honest communications with all stakeholders. People dislike price increases, but if they are adequately educated there will be less objections. Rincon Water currently utilizes water smart software for customer account views, and this is a great step in the right direction.

5. **The Future:** *Continuing to look to the future for key personnel.* It is important for Board of Directors to choose diverse individuals that represent the communities they serve, someone with a fresh perspective. Too often personnel are selected for vacant board seats based on their experience in the related field, which on paper might seem like the right choice. However, having a different point of view that shakes the norm and thinks outside the box is a better choice. My family and I are just beginning our lives in Escondido and have a vested interest in this city. With over a decade of owning a small business and working with the largest humanitarian organization in the world, I’ve learned to become adaptable and empathetic. I check off all the boxes and am the ideal candidate for this position and will help shape the Water District for the future.
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WATER DISTRICT BOARD OF DIRECTORS - DIVISION 4 VACANCY

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If you have any questions, please contact Clint Baze at 760 745-5522, ext. 606.

Certification

I certify that the information on this application is true and correct to the best of my knowledge.

Signature:

Date: 

Printed Name:
Briefly describe why you are interested in serving on the Board of Directors.

Serving on the Board of Directors for Ricon del Diablo Municipal Water District ("Water District") interests. I think I can be an asset to the Board in making critical decisions for water in Southern California. I have become interested in the operations of municipalities over the last four years working as an advisor to the Oversight Board for Puerto Rico. Overall, I think water is one of the most important resources on the planet, in particular for Southern California.

Please list in rank order – most critical first – the five most strategic issues for the District, and specifically how you propose to deal with each issue.

1. Maintaining reliable sources of water – This can be completed by reviewing all current sources and then optimizing a diversified water source plan that incorporates drought related issues, future population and demand projections.
2. Disasters including wildfires, earthquakes, etc. – This can be completed with a review of critical infrastructure that is in high threat areas. Work with staff to ensure a thoughtful planning and implementation of contingency plans.
3. Current asset infrastructure improvements – A review of the current capital expenditure reserve study required to maintain and update all assets owned by the Water District.
4. Changing regulations regarding anything from pricing structure for customers, to climate change, to delivery requirements – review current legislation that can support optimal pricing strategies and services requirements under the regulated framework.
5. Budget related costs – Ensure adequate budget is established to ensure needs are met for critical spending for staffing and infrastructure maintenance.

Please list your relevant educational, professional, and service experience, and how each experience contributes to your ability to deal with the issues listed in the previous question.

I have a master's in finance from Illinois Institute of Technology. I've worked in consulting for the last ten years including six years as a business valuation expert and four years in restructuring advisory. For the last four years, I have been working for Ernst and Young advising the Oversight Board for Puerto Rico to support financial restructuring of the $70 billion debt obligation. The role requires extensive review of agency and public corporation budgets and measures analysis set forth in the long-term fiscal plan. My experience with this $20 billion budget requires presenting recommendations to the Oversight Board to make financial decisions to ensure proper functioning of the Commonwealth of Puerto Rico. This provides an ample foundation for me to understand the complexities of the Ricon del Diablo Municipal Water District.

Do you have a Conflict of Interest (financial interests, property interests, contracts, etc.) that may limit or prevent your serving on the Board?

Before committing to the role, I would need to finalize a conflict check with my employer. I have no other financial or relationship conflicts.