



DATE: October 22, 2015

MEMO TO: MROSD Board of Directors

FROM: Stephen E. Abbors

THROUGH: Shelly Lewis, Public Affairs Manager

SUBJECT: Board Outreach Opportunities

This memorandum has been prepared to describe potential new opportunities for Board engagement that considers the Board's leadership role as elected representatives. These opportunities seek to expand the Board's relationships with our local and State delegation, and with other elected officials such as the Board of Supervisors, as well as engage the Board in policy discussions that affect the District. These opportunities will be primarily supported by our new Legislative and External Affairs Specialist position, which is expected to be filled by December. As Board members consider the time commitment for these new opportunities, direction on which ones to focus on will assist Public Affairs in scheduling activities.

Potential Future Board Outreach Opportunities

- Speak in front of elected bodies on grant application awards, Midpen programs, etc.
- Invite an Assembly Member and/or Senator and constituents to walk/hike at one of the preserves (e.g. "meet your elected officials on a hike" event)
- Attend regular community programs as a guest speaker (e.g. Java with Jerry (Hill)).
- Participate in regular-featured segments on local cable shows "Talk with a Board Member", such as Comcast's Newsmaker Program (5 minute segments that air on local cable shows talking to community leaders)
- Legislative visits to Sacramento (2x per year) to meet with elected officials and legislative staff
- Local legislative staff meetings – participate as guest speaker at their monthly local meetings.
- Yearly presentation to each city council within the District on District current events/projects
- Yearly visit to D.C. to meet with Congress and California Senators
- Speak at partner events (e.g. Bay Area Open Space Council Gatherings, Land Trust Conference)
- Attend ground breaking and grand opening events (e.g. opening of Mt. Umunhum in 2016)

Please note that beginning in 2017, the Board will have the opportunity to work with a new California Senator and Assembly Member given the upcoming retirement of Senator Boxer and the term limits affecting Assemblyman Rich Gordon. Potential policy issues will likely revolve around Proposition 1 Water Funds, Cap and Trade, and a potential State Park Bond.

Finally, attached to this memo is an addendum listing current opportunities for Board engagement.

ADDENDUM – Current Board Outreach Opportunities

List below includes groundbreakings and dedications, as well as District-sponsored partner events. These are current opportunities for the Board to engage with elected officials, partners, and constituents.

Upcoming District Events that are already on calendar:

- Herb Grench Overlook Dedication – October 27, 2015
- Mindego Hill Grand Opening – April 2016
- Mount Umunhum Summit Groundbreaking – March/April 2016
- Mount Umunhum Grand Opening – October 2016
- District Field Trips with city/county elected officials, other staff, partners – Spring/Summer 2016
- Measure AA Update, local council members and legislatures -- tbd
- Legislative Luncheon – July 2016

Regularly-sponsored Partner Events and approximate timeline:

- State of Silicon Valley Conference, Joint Venture Silicon - January
- Bay Area Open Space Council Annual Meeting and Quarterly Gatherings - March and quarterly
- “Bay Nature Awards Dinner” Bay Nature Institute - September
- “Nature’s Inspiration” Committee for Green Foothills Annual Gala - October
- “Guardians of Nature Benefit” Sierra Club Loma Prieta Chapter - October

Chamber of Commerce Events

In 2015, the District joined the following Chambers: Half Moon Bay, Redwood City, Mountain View, Sunnyvale, and Saratoga. Board members are encouraged to attend mixers; Public Affairs staff attends at least one per month. Staff did introduction at Mountain View and Redwood City mixers. Mixers are announced via email – all Directors should be receiving. Public Affairs includes upcoming mixers in the bi-weekly notes. The District will be featured at the Half Moon Bay Mixer on October 15.

Speaking Opportunities

- Presentations before City Councils, service groups and partner agencies; dates scheduled include:
 - Los Gatos: November 3rd @7pm (Siemens)
 - San Carlos: November 9 @7pm (Harris)
 - Half Moon Bay: November 17 @7pm (Harris)
 - Los Altos City Council: November 24 @7pm (Riffle)
 - Palo Alto City Council: November 30 @6pm (tbd Hanko/Kishimoto)
 - Mountain view: December 1st @6:30pm (Riffle)
 - Saratoga: January 20 @ 7pm (Siemens)
- CSDA Chapter Meetings
 - Santa Clara County – quarterly (Siemens attends)
 - San Mateo County – quarterly – non-voting member (Harris attends)
- Regular Legislative meetings in the District or Sacramento – typically once per year.
- Santa Clara County Parks and Recreation Liaison Meetings – 1st Wednesday of the month at 6:30 pm, Isaac Newton Senter Auditorium County Government Center , 70 W. Hedding Street, 1st Floor San Jose, CA 95110. County Parks Commission has established liaisons roles and 2 minute “Liaison Reports” on the agenda.
- South Skyline Association Board meetings, 7:30pm on the 2nd Thursday of each month.
- Kings Mountain Association Board meetings, 3rd Thursday of the month at the Community Center 13889 Skyline Boulevard from 7-9pm
- PMAC meeting on the 2nd Tuesday of each month at the Pescadero Community Church, 363 Stage Road, Pescadero

Community Outreach Events

Attendance to over 25 community fairs and festivals are scheduled each year of which board members are encouraged to attend and engage with their constituents. Events are publicized in the Board biweekly notes.