



Water Supply District of Acton

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WLMAC MEETING NOTES OF JULY 9, 2013

Documents: Any documents utilized during this meeting are either included in these minutes and/or can be examined at the District offices during regular business hours.

Present: John Cipar, Charles Olmstead, Paul Malchodi, Barry Rosen, Matthew Mostoller (AWD)

Note Taker(s): Barry Rosen

Chairperson: Barry Rosen

Called To Order: The chairperson called the meeting to order on July 9, 2013 at 8:18 PM EDT with a quorum present.

New Business:

1. **Approval of Minutes:** On a motion made by Mr. Olmstead and seconded by Mr. Cipar, the minutes of June 4, 2013 were approved as amended by a unanimous vote. [Mr. Malchodi was not present during this vote.]
2. **Next Meeting Date:** Mr. Rosen explained to the members that he would be out of town during the scheduled time for the next meeting and asked the committee if they would like to conduct the meeting without him or move the meeting to an alternate date. The decision was to move the meeting date to August 20, 2013. Mr. Rosen will notify the appropriate people in the District office so that the meeting date can be reposted.
3. **WLMAC Membership Status:** Ms. Eckhardt will, in fact, be resigning from the WLMAC at some future date. She had hoped to be present at this evening's meeting but there are a number of things taking place as Ms. Eckhardt prepares to move to a different community. Mr. O'Brien has been given a heads-up by Mr. Rosen as he will receive a formal letter of resignation from Ms. Eckhardt since he was the appointing authority. Mr. Rosen explained that he had been out of town for a time and does not have any additional information but he will contact Ms. Eckhardt and notify her of the next WLMAC meeting.

Old Business:

4. **Periodic Submission of AWD Articles to Local Media:** The committee continued its discussion on whether and how to best promote the AWD. Mr. Mostoller (AWD Environmental Compliance Manager) was present to discuss this with the WLMAC and to provide his expertise and experience in dealing with this challenge.

- 4.1. Mr. Mostoller observed that "The Beacon" seems to have definite conditions on what type of stories they will run. He also noted that one cannot depend upon any submissions running in a timely manner. The time of article submission does not guarantee that the article will run in the next edition of the paper or even in the next week or weeks.
- 4.2. It was also stated by Mr. Mostoller that lately there has been more traffic to the District web site.
- 4.3. Mr. Cipar noted that it sounds like the AWD web site could be a good method of news distribution – at least for some people.
- 4.4. Mr. Mostoller stated that the District would like to move more toward digital distribution.
- 4.5. There was substantial discussion among the attendees that different people preferred different methods of communication.
- 4.6. It was stated by Mr. Rosen that even though we might be able to save substantial money by moving toward all digital distribution, we need to keep in mind that there is a population that either prefers hard copy or can only access information in hard copy format. Many may not own a computer and/or may not have Internet access. There seemed to be general agreement that this was the case. Mr. Cipar told the group that he particularly enjoys reading his "hard copy" newspaper each morning.
- 4.7. Mr. Mostoller asked the WLMAC to give him our opinion of the top three things for new AWD customers to know. [This was a request for consideration at a future meeting.] The District is attempting to create a "welcome package" for new customers.
- 4.8. Mr. Malchodi stated that there are two important messages that need to get to the public:
 - 4.8.1. Conservation (Mr. Mostoller explained that the newest term being used is now efficiency).
 - 4.8.2. Source protection.
- 4.9. We were cautioned by Mr. Mostoller not to emphasize cost savings as a result of efficiency because water bills will be rising as customers begin paying for new and renewed infrastructure.
5. Review Additional Area(s) of LRP: The committee believes that it had provided its top issues with the draft LRP to the Board of Water Commissioners (in writing and at a meeting of the commissioners). The WLMAC feels that it may have additional comments once it has had the opportunity to review the final LRP document being prepared by Wright-Pierce.
6. Action Items:
 - 6.1. *Prior to the next WLMAC meeting, each member will create a list to be utilized at the next meeting of possible AWD related topics that could be the basis of an article to be placed in local media and/or web site. The document (either an MS Word or PDF file) containing the list will be emailed to all committee members*
 - 6.2. *Mr. Rosen will create hard copies of each document for use at the next meeting.*
 - 6.3. *Mr. Malchodi will contact Mr. Allen in order to find out when he expects the final LRP to be available.*

Adjournment:

On a motion by Mr. Olmstead which was seconded by Mr. Cipar, the committee voted unanimously to adjourn the meeting at 10:03 PM ET on July 9, 2013.