



SCOTTS VALLEY WATER DISTRICT

BOARD OF DIRECTORS
PRESIDENT Wade Leishman
VICE PRESIDENT Bill Ekwall
Chris Perri
Danny Reber
Ruth Stiles

ASSOCIATE DIRECTORS
Noelle Downing
Annie Finch

GENERAL MANAGER
Piret Harmon

Scotts Valley Water District

Board of Directors

Regular Meeting

Santa Margarita Community Room

2 Civic Center Drive, Scotts Valley, California

01/09/20 5:00 p.m.

Agenda

1. Convene

Call to Order

Additions/Deletions to the Agenda

Oral Communications on items not on the Agenda

2. Strategic Vision Planning Workshop

The Scotts Valley Water District Board of Directors will continue its strategic vision planning with the second facilitated workshop to discuss the District's long term strategic direction and potential course of action.

Workshop Materials:

Draft Mission, Vision, Values and Strategic Goals

Strengths, Weaknesses, Opportunities and Threats (SWOT) Template

3. Adjourn Meeting

The next regular meeting of the Scotts Valley Board of Directors is schedule for 02/13/20 at 7:00 p.m. in the Santa Margarita Community Room, 2 Civic Center Drive, Scotts Valley, California.

Availability of Public Records Provided to the Board of Directors

The District will make available for public review any public records furnished to the board of directors at the same time such records are furnished to the Board of Directors. Such records shall be available at the district office during normal business hours.

Public Access – Accommodations under the ADA

Pursuant to Title II of the Americans with Disabilities Act of 1990, the Scotts Valley Water District requests that any person in need of any type of special equipment, assistance or accommodation(s) in order to effectively communicate at the District's public meeting please make such a request to the district office at the above address or by calling (831) 438-2363 a minimum of three (3) working days prior to the scheduled meeting. Advance notification within this guideline will enable the District to make reasonable arrangements to ensure accessibility.

PROPOSED DRAFT FROM 10-11-19 STRATEGIC PLANNING SESSION

Mission Statement

Scotts Valley Water District delivers a sustainable high quality water supply in an environmentally responsible and financially sound manner.

Core Values

Scotts Valley Water District is:

Adaptable
Innovative
Efficient
Collaborative
Approachable

Vision Statement

Scotts Valley Water District is a high performance organization delivering solutions and superior customer service.

Strategic Vision Goals

1. Water Resource Management – SVWD meets the current and future water supply needs of its customers through strategies and programs designed to develop new sources and enhance and conserve existing supplies.
2. Water System Integrity – SVWD provides continuous investment in its infrastructure and process improvements to ensure the integrity of its operations.
3. Financial Stewardship – SVWD is a steward of its financial resources and manages them in a responsible manner to ensure the reliability of District operations.
4. Community Engagement – SVWD proactively identifies opportunities to develop strategic alliances and mutually beneficial relationships with all its stakeholders.
5. Organizational Vitality – SVWD recruits and retains the highest quality employees and board members by providing them with the tools to succeed.
6. Leadership – SVWD positively impacts the environment and its customers through visionary and ethical leadership practices.



S.W.O.T. TEMPLATE

The assessment and evaluation of the organization’s Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.) in each strategic goal area.

Priority Ranking:

A - Completed within 2 years; B - Completed within 3-5 years; C – Completed within 6-10 years.

Strategic Vision Goal: _____

Strengths		Ranking
1.		
2.		
3.		
4.		
5.		

Weaknesses		Ranking
1.		
2.		
3.		
4.		
5.		

Opportunities		Ranking
1.		
2.		
3.		
4.		
5.		

Threats		Ranking
1.		
2.		
3.		
4.		
5.		