

**Orange County Sanitation District**  
**MINUTES**  
**SPECIAL MEETING**  
**2009 STRATEGIC PLAN WORKSHOP**  
**October 21, 2009**



**ADMINISTRATIVE OFFICES**  
**10844 ELLIS AVENUE**  
**FOUNTAIN VALLEY, CALIFORNIA 92708-7018**

**ROLL CALL**

A special meeting of the Board of Directors of the Orange County Sanitation District was held on October 15, 2008 at 5:00 p.m., in the District's Administrative Offices. Active and alternate Directors present were as follows:

**ACTIVE DIRECTORS****ALTERNATE DIRECTORS**

X	Doug Davert, Chair		John Nielson
X	Larry Crandall, Vice Chair	X	Steve Nagel
X	John Anderson		Jim Winder
X	Charles Antos		Gordon Shanks
X	Tom Beamish	X	Rose Espinoza
X	Keith Bohr	X	Don Hansen
X	Bill Dalton		Andrew Do
X	Jon Dumitru	X	Denis Bilodeau
X	Troy Edgar		Ken Stephens
X	James M. Ferryman	X	Bob Ooten
X	Phil Luebben	X	Prakash Narain
X	Patsy Marshall	X	Fred Smith
X	Roy Moore	X	Ron Garcia
X	Joy Neugebauer	X	Al Krippner
X	Chris Norby		Janet Nguyen
X	Sharon Quirk-Silva	X	Pam Keller
X	Brad Reese		Bill Mac Aloney
X	David Shawver	X	Carol Warren
X	Christina Shea	X	Steven Choi
X	Harry Sidhu		Lucille Kring
A	Sal Tinajero	X	David Benavides
X	Constance Underhill		Joseph Aguirre
X	Mark Waldman		Henry Charoen
A	Don Webb	X	Leslie Daigle
X	John Withers		Douglas Reinhart

**STAFF MEMBERS PRESENT:** Jim Ruth, General Manager; Penny Kyle, Clerk of the Board; Bob Ghirelli; Nick Arhontes; Jim Herberg; Ed Torres; Lorenzo Tyner; Michael Gold; Jeff Reed; Barbara Collins; Juanita Skillman; Ryal Wheeler; Paula Zeller

**OTHERS PRESENT:** Brad Hogin, General Counsel

**PUBLIC COMMENTS**

There were no public comments.

Update on Last Year's Goals

Chairman Doug Davert and General Manager Jim Ruth provided opening remarks. Bob Ghirelli, Assistant General Manager, briefly reviewed the Strategic Plan, created in 2007, and noted that staff was able to complete 21 of 37 of the five-year goals contained in the plan.

Proposed New Goals

Proposed new goals for the Strategic Plan update were presented by members of the Executive Management Team on Leadership Development; Branding Initiative; Chemical Supplies; and Full Cost Recovery.

Staff responded to Directors' questions on the proposed goals. The Board directed staff to refocus the branding initiative as a communications strategy. After much discussion, all were in agreement that staff should move forward updating the Strategic Plan to include the recommendations, as follows, and submit the plan to be considered by the Board of Directors at the November 18<sup>th</sup> board meeting:

- Leadership Development
- Communications Strategy
- Chemical Supplies
- Full Cost Recovery

ADJOURNMENT: The Chair declared the meeting adjourned at 6:58 p.m.

SS/Penny M. Kyle

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Penny M. Kyle  
Clerk of the Board  
Orange County Sanitation District