

CSDA Finance Corporation
Regular Meeting
Thursday, January 17, 2008
2:30 – 4:30 p.m.

SDRMA Conference Room
1112 I Street, Suite 300, Sacramento

Saticoy Sanatory District, P.O. Box 4464, Ventura, CA 93007
Costa Mesa Sanitary District, 292 Bucknell Road, Costa Mesa, CA 92626
North County Cemetary District, 1028 Landavo Drive, Escondido, CA 92027
Ojai Valley Sanitary District, 1072 Tico Road, Ojai, CA 92023
Goleta Sanitary District, 333 Old Mill Road, Suite 293, Santa Barbara, CA 93110
Western Municipal Water District, 450 E. Alessandro Blvd, Riverside, CA 92508
Kern County Water Agency, P.O. Box 58, Bakersfield, CA 93302
Oxnard Harbor District, P.O. Box 608, Port Hueneme, CA 93044
Moss Landing Harbor, P.O. Box 29, Moss Landing, CA 95039

REGULAR MEETING AGENDA

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|--------------|--|-----------------|---------|
| I. | <u>Call to Order / Establish Quorum</u> | Action | |
| II. | <u>Public Comment</u> | Information | |
| III. | <u>Approval of Minutes – December 7, 2007</u> | Action | Page 2 |
| IV. | <u>Consent Calendar</u> | Consent | |
| | A. Financial Reports | | Page 4 |
| V. | <u>2007 Alliance Branding Plan – Final Report</u> | Info/Discussion | Page 6 |
| VI. | <u>2008 Alliance Branding Plan</u> | Info/Discussion | Page 9 |
| VII. | <u>Marketing/Consultants Report</u> | Info/Discussion | Page 10 |
| VIII. | <u>Planning Session Notes and Follow-up</u> | Info/Discussion | Page 12 |
| IX. | <u>CSDA FC Task Force Report</u> | Info/Discussion | Page 20 |
| X. | <u>Other Items</u> | | |
| XI. | <u>Adjourn</u> | | |