

**VALLEY SANITARY DISTRICT
COMMUNITY ENGAGEMENT COMMITTEE
SPECIAL MEETING MINUTES**

January 6, 2022

A special meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, on Thursday, January 6, 2022.

1. CALL TO ORDER

Chairman Scott Sear called the meeting to order at 10:10 a.m.

1.1 Roll Call

Directors Present:

Chairperson Scott Sear

Committee Member Debra Canero

Staff Present:

Beverli Marshall, General Manager, and Holly Gould

Guest Present:

Michele McKinney, CV Strategies

Tara Bravo, CV Strategies

1.2 Pledge of Allegiance

2. PUBLIC COMMENT

This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.

None.

3. DISCUSSION / ACTION ITEMS

3.1 Discuss Draft Strategic Communications Plan Prepared by CV Strategies and Provide Feedback

Michele McKinney and Tara Bravo of CV Strategies presented the draft Strategic Communications Plan they developed with recommendations on fully developing the District's brand identity and market it. The five communication goals outlined in the plan were to raise awareness of VSD's work in the community, enhance brand identity, strengthen and update communications channels, develop bilingual communications, and gain employee and Board support of communications efforts. In addition to these goals, CV Strategies recommend five messaging themes; customer commitment, environmental stewardship, public health, industry innovation & leadership, and regional benefits. Within the plan, there are four strategies with identified goals and recommended actions; brand audit & identity refinement, key District

messaging, customer & stakeholder outreach, and internal outreach. The committee discussed survey options to establish a baseline so CV Strategies can track progress. The committee also discussed the logo, name change, and the water bear campaign. CV Strategies presented the committee with the implementation timeline.

5. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 11:42 a.m. The next regular committee meeting will be held on January 18, 2022.

Respectfully submitted,

Holly Gould, Clerk of the Board
Valley Sanitary District