

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

January 18, 2022

A meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, and 217 N. 1<sup>st</sup> Street, Elma, Washington, on Tuesday, January 18, 2022.

**1. CALL TO ORDER**

Chairman Scott Sear called the meeting to order at 1:03 p.m.

**1.1 Roll Call**

Directors Present:  
Chairperson Scott Sear  
Committee Member Debra Canero

Staff Present:  
Beverli Marshall, General Manager, Holly Gould, and Dave Commons

**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.*

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None.

**3. DISCUSSION / ACTION ITEMS**

**3.1 Discuss Strategic Communications Plan and Key Deliverables**

Beverli Marshall, General Manager, presented the committee with the Implementation Plan Timeline from CV Strategies. She outlined the deliverables for the next few months. An online survey will be in the City of Indio's February 2022 newsletter as a way to gauge how much the community knows about Valley Sanitary District. CV Strategies will also develop a photo and video library of the District and community. They will also be working on a recommendation to improve the website, create a mascot costume used for outreach as an ambassador, and develop social media policy and protocols with a 30-day posting calendar. CV Strategies will also be putting together a proposal for the telenovela project. The committee discussed budget items for the fiscal year 2022/23, our current website hosting company, the need to have CV Strategies start posting on our social media, and the social media policy.

Ms. Marshall also informed the committee that she had gotten the proposal from the Coachella Valley History Museum to partner with them on outreach. It is a five (5) year contract at

approximately \$30,000 per year. The contact includes assisting in installing an outdoor exhibit, Sharing the exhibits with visitors, including docent lead and self-tours. Sharing exhibit highlights in their social media and waiving the rental fee to host an event at the museum. The committee recommended that staff consider a three (3) year contract and request the rental waiver for one (1) event per year. Staff will bring this item before the whole board.

### 3.2 Identify Items for Future Meetings

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Staff will be preparing a Request for Proposals for a statewide advocacy group for the March meeting.

## 4. **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 2:05 p.m. The next regular committee meeting will be on March 15, 2022.

Respectfully submitted,

Holly Gould, Clerk of the Board  
Valley Sanitary District