

**VALLEY SANITARY DISTRICT  
COMMUNITY ENGAGEMENT COMMITTEE  
REGULAR MEETING MINUTES  
March 15, 2022**

A meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, on Tuesday, March 15, 2022.

**1. CALL TO ORDER**

Chairman Scott Sear called the meeting to order at 1:06 p.m.

1.1 Roll Call

Directors Present:  
Chairperson Scott Sear  
Committee Member Debra Canero

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

Guests:  
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.*

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None.

**3. DISCUSSION / ACTION ITEMS**

3.1 Review and Discuss Proposals Submitted in Response to the District's Request for Proposals for State Legislature Advocacy Services

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Beverli Marshall, General Manager, stated that on February 8, 2022, staff published the Request for Proposals for State Legislature Advocacy Services. Three proposals were received, ranging from \$60,000 to \$96,000. The Comprehensive Budget for Fiscal Year 2021/22 included \$30,000 as an estimate for these services. The committee discussed the three different firms and suggested presenting all three proposals to the entire board for their input. Chairperson Sear stated that it was essential to take the cost into consideration at this time. President Sear excused himself from the meeting at 1:38 p.m.

### 3.2 Receive and Discuss the Communications Plan Progress Report and Related Tasks

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Michele McKenney and Tara Bravo from CV Strategies presented the committee with an update on the Communications Plan. They informed the committee of the deliverables completed to date, such as the brand style sheet, presentation template, newsletter masthead, agency mascot, and customer survey. The metrics to date were also presented. Tara Bravo gave an update on the video short series, which will consist of six (6) one-minute videos that will go into production in May.

#### 4. **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 2:19 p.m. The next regular committee meeting will be on May 17, 2022.

Respectfully submitted,

Holly Gould, Clerk of the Board  
Valley Sanitary District