

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

September 19, 2023

A meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, on Tuesday, September 19, 2023.

**1. CALL TO ORDER**

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

**2. ROLL CALL**

Directors Present:

Chairperson Scott Sear, Committee Member Mike Duran

Staff Present:

Jason Dafforn, General Manager; and Holly Gould, Clerk of the Board

**3. PLEDGE OF ALLEGIANCE**

**4. PUBLIC COMMENT – None**

**5. DISCUSSION / ACTION ITEMS**

**5.1 Approve Minutes for March 21, 2023, May 16, 2023, and July 18, 2023, Community Engagement Committee**

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Committee Member Duran motioned to approve the March 21, May 16, and July 18, 2023, Community Engagement Committee Meeting minutes. Chairperson Sear seconded the motion. The motion carried unanimously.

**5.2 Community Engagement Topics of Discussion**

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Jason Dafforn, General Manager, gave an update on the Social Media and Public Outreach RFP. Seven (7) proposals were received, and (3) three were unresponsive. A four-member team evaluated the remaining proposals, and the top two (2) are scheduled for interviews. The Committee suggested what they would like to see from a public outreach and marketing firm and how they would like the District to be represented. The Committee requested to be provided with a list of who submitted proposals and the reason they were not selected. The Committee suggested having a member of staff receive social media training. The Committee received an update on the 100-year celebration. Staff is reviewing possible dates for

November 2025. Mr. Dafforn stated that the event was included in the Social Media and Public Outreach RFP, which would consist of marketing and planning for the event. The Committee suggested determining which day of the week works best with local government and public agencies so as not to interfere with council meetings. Chairperson Sear suggested setting the date as soon as possible. Mr. Dafforn has had a preliminary conversation with the coordinator of the UC Riverside STEM program, which includes a Public Utilities Program (PULL). Mr. Dafforn would like to work with Science, Technology, Engineering, and Math (STEM). to determine how VSD can fit in or sponsor the program. Committee member Duran stated that he would like to see the District become involved with local middle and high schools, possibly participating in career days. Mr. Dafforn informed the Committee that he had a positive meeting with the Interim Dean and course developer of College of the Desert about implementing a wastewater operator certification/degree program. He is working on compiling the data the college requested and will meet again. The Committee discussed the annual use of the Coachella Valley History Museum. The District is entitled to one (1) annual event at the museum per contract. If the District does not utilize the event space, they may let another non-profit organization use it. They also discussed ideas of honoring Director Teague. Ideas included room/building dedication and street sign naming. Mr. Dafforn updated the Committee on the District's public outreach assets and the events the District will attend. The District will have a booth at the National Night Out hosted by the Indio Police Department on October 3, 2023, and a booth at the Indio State of the City event on November 9, 2023. Mr. Dafforn will also attend the State of the City for La Quinta and Coachella.

## **6. COMMITTEE MEMBER ITEMS**

Committee member Duran inquired about the "bring your child to work" day and a policy about spouses attending District functions. Mr. Dafforn stated he would bring an update for both items at the next meeting. Chairperson Sear requested that new logo polo shirts be purchased for the Board.

## **7. ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 2:17 p.m. The next regular committee meeting will be on November 21, 2023.

Respectfully submitted,  
Holly Gould, Clerk of the Board  
Valley Sanitary District