

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

June 9, 2022

A meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, on Thursday, June 9, 2022.

1. CALL TO ORDER

Chairman Scott Sear called the meeting to order at 1:00 p.m.

1.1 Roll Call

Directors Present:
Chairperson Scott Sear
Committee Member Debra Canero

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

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 Proposals Submitted in Response to the District's Request for Proposals for Legislative Advocacy Services

On February 8, 2022, staff published the Request for Proposals for State Legislative Advocacy Services on its website. In addition, the RFP was emailed to 10 consulting firms identified through industry organizations like CSDA, CASA, CWEA, ICMA, etc. Three proposals were received, and one firm responded that they did not provide the identified services. The Board of Directors directed staff to evaluate the proposals and make a recommendation for discussion with the Committee. Staff has completed the evaluation and recommends Townsend Public Affairs. The committee stated they support staff's recommendation. They feel most comfortable with a one (1) year contract and would request regular updates to stay informed as to what the firm is doing. Staff will bring this item before the full Board on June 28, 2022.

3.2 Discuss the Communications Plan Progress Report and Related Tasks

Beverli Marshall, General Manager presented a Communications Plan progress update from CV Strategies for the months of March and April 2022. She also presented the social media posts scheduled for June. The committee recommended staying away from giving advice on subjects other than our area of expertise. They also don't want the posts to feel like the District is lecturing the public. They would like more personable posts. Ms. Marshall thanked the committee for their feedback and clarification and stated she would relay the information to CV Strategies.

3.3 Discuss Requested Communications and Outreach Services and Related Quotes from CV Strategies

In October 2021, the District approved a contract with CV Strategies to develop a communications and outreach plan that informs the rate payers of the services and benefits provided by the District as well as educating the public on a variety of water quality topics required by the NPDES permit and the District's adopted Sewer System Management Plan. Beverli Marshall, General Manager, presented to the committee four (4) contract amendments for additional projects. The telenovela style informational videos to educate Indio residents on important issues like what not to flush and fats, oils, and grease (FOG) has already been completed. The committee also discussed the development of the Water Bear. The water bear mascot costume has already been purchased, the artwork has been completed, and the District's new SUV will be getting a water bear wrap. The committee recommended that all other proposed work for the Water Bear launch be placed on hold. The committee also recommended not moving forward with the amendment to create a video about VSD, its services, and employees that work here. The cost of scripting, producing, and editing the video, which was not included in the previous discussion, is \$12,000. The last proposal discussed was the Outhouse Project with Coachella Valley History Museum. The committee recommended moving forward with this project, making it a top priority. They suggested the General Manager complete some of the tasks outlined in the proposal such as securing an architect for the design documents. The committee also requested to preview any major press releases or newsletters before they are released to the public.

The Community Engagement Committee paused for a break at 3:05 p.m. and resumed at 3:09 p.m.

3.4 Discuss Request from City of Indio for Regular Updates at City Council Meetings

It was the recommendation of the committee to not participate in regular updates at City of Indio Council Meetings.

3.5 Discuss Letter from Coachella Valley History Museum Asking VSD to be a Sponsor at the Dia de los Muertos Event Scheduled for November 5, 2022

After discussion the committee recommended purchasing the Silver Level sponsorship for \$2,500 for the Dia delos Muertos Event for the Coachella Valley History Museum. The sponsorship includes a table for 8 at the benefit dinner, recognition in all printed materials, a half page ad in the program, promotion on the Coachella Valley History Museum website and social media sites along with a corporate membership.

4. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 3:57 p.m. The next regular committee meeting will be on July 19, 2022.

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