

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

July 19, 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, July 19, 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, and Holly Gould

Guests Present:

Cori Takkinen, Townsend Public Affairs

Eric O'Donnell, Townsend Public Affairs

**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 Approve Minutes for June 9, 2022, Special Committee Meeting**

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Committee member Canero motioned to approve the minutes of the June 9, 2022, Community Engagement Committee Special Meeting. Chairperson Sear seconded the motion. Motion carried unanimously.

**3.2 Meet Representative from Townsend Public Affairs and Discuss State Legislative Advocacy Plan**

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On June 28, 2022, the Board of Directors approved a contract with Townsend Public Affairs to provide stage legislative advocacy services. Eric O'Donnell and Cori Takkinen of Townsend Public Affairs introduced themselves to the Committee. They discussed the next steps and developing a plan to address the District's needs and key issues. Townsend will make a

presentation to the Board of Directors at its meeting on July 26, 2022, which will include a status update and strategy for the next 12 months.

### 3.3 Discuss the Communications Plan Progress Report and Related Tasks

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Beverli Marshall, General Manager, gave an update on the Communications Plan provided by CV Strategies. The Committee reviewed the social media posts scheduled for July 2022. They also discussed the release of the water bear name, school outreach, local events outreach, and what remains on the CV Strategies contract for this year. Ms. Marshall informed the Committee that she requested CV Strategies submit a proposal to help with the State of the District event hosted at the Coachella Valley History Museum.

## 4. **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 2:21 p.m. The next regular committee meeting will be on September 20, 2022.

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