

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

October 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 Wednesday, October 19, 2022.

**1. CALL TO ORDER**

Chairman Scott Sear called the meeting to order at 10:01 a.m.

**2. ROLL CALL**

Directors Present:

Chairperson Scott Sear

Committee Member Debra Canero

Staff Present:

Beverli Marshall, General Manager, and Holly Gould

Guests Present:

Eric O'Donnell, Townsend Public Affairs

**3. PLEDGE OF ALLEGIANCE**

**4. 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.

**5. DISCUSSION / ACTION ITEMS**

**5.1 Approve Minutes for July 19, 2022, Regular Committee Meeting**

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Committee member Canero motioned to approve the July 19, 2022, Community Engagement Committee Regular Meeting minutes. Chairperson Sear seconded the motion. The motion carried unanimously.

**5.2 Discuss Draft Legislation Guidelines Prepared by Townsend Public Affairs**

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Eric O'Donnell of Townsend Public Affairs presented the Draft Legislative Guidelines for 2023 created for Valley Sanitary District. The document's purpose is to guide Valley Sanitary District in how it actively engages with legislation through monitoring and communications activities. The 2023 VSD Legislative Guidelines represent the District's position on current or future issues that have the potential to impact the District or its interests. The Guiding Principles and Policy Statements will allow District staff and consultants to promptly address 2023 legislative

and regulatory issues without precluding the consideration of additional legislative and budget issues that may arise during the legislative session. The 2023 Legislative Guidelines is an important advocacy tool to present and deliver to elected officials who represent the VSD service area locally, in Sacramento and Washington D.C. Sharing policy statements and positions on common legislative and regulatory issues with elected officials help to shape elected official's policy decisions and positions VSD to be a leader in the community for legislative and regulatory topics. Chairperson Sear requested that staff add to guidelines that the President or Vice President is notified whenever their signature is used. This item will come before the entire Board in November.

### 5.3 Discuss Strategic Communications Plan Progress Report for August 2022

Beverli Marshall, General Manager, gave an update on the Communications Plan provided by CV Strategies. The Committee reviewed the updates for July and August 2022. The Committee requested an update of the analytics to see what progress has been made. The Committee requested that staff coordinate with the school that won the Water Bear naming contest. Ms. Marshall informed the Committee that she asked for a quote from CV Strategies to design a pamphlet for the VSD exhibit at Coachella Valley History Museum. The CV Strategies contract ends on October 31, 2022. The District will publish a Request for Proposals for Communications and Outreach Services on October 20, 2022. The Community Engagement Committee will review the proposals received before going to the entire Board for approval. Chairperson Sear requested that staff send him the template being used for District business cards. Chairperson Sear requested that the District purchase a table, easy-up, table cover, and swag for public events.

### 5.4 Discuss Recycled Water Project – Phase I Outreach Ideas

Schneider Electric has been working with staff to prepare an outreach and information component for the Recycled Water Project – Phase I. The contractor has developed a banner that will be placed on the fence at the District facility. A small billboard will also be erected at the southern end of the property near the Wild Bird Center entrance. These banners draw attention to the project and encourage the public to follow the project on the District's website and social media page. In addition to the banners, staff will work with the contractor to develop an information flyer that can be posted on the District's website and handed out to the public. The contractor will also develop a website with a map of the project that the public can use to learn more about the project, updates to the construction, and general information about the wastewater treatment process. The Committee also discussed doing similar outreach for the Downtown Sewer Rehabilitation Project.

### 5.5 Cancelling the State of the District Event Due to Cost, Staffing, and Time Constraints

Staff had proposed a State of the District event similar to the events held by cities and other special districts. Given staffing issues, limited time to put the event together and advertise it, and the potential for negative perceptions given the possibility of another rate increase, staff recommends that the event be cancelled and plan for the 100<sup>th</sup> anniversary of the District celebration on March 20, 2025. The Committee agreed.

**6. ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 11:32 p.m. The next regular committee meeting will be on November 15, 2022.

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