

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

November 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, November 15, 2022.

1. CALL TO ORDER

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

2. ROLL CALL

Directors Present:

Chairperson Scott Sear

Committee Member Debra Canero

Staff Present:

Beverli Marshall, General Manager, and Holly Gould

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.

None.

5. DISCUSSION / ACTION ITEMS

5.1 Approve Minutes for October 19, 2022, Special Committee Meeting

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

5.2 Review and Discuss Proposals Submitted in Response to the Communication and Outreach Services Request for Proposals and Provide Feedback

A Request for Proposals (RFP) for Communication and Outreach Services was published on October 20, 2022. Potential vendors had until October 28 to submit questions regarding the RFP. Staff prepared and published responses to these questions on November 2. The deadline for submitting a proposal was 4:00 p.m. on November 10, 2022. Three proposals were received. The Committee discussed the proposals and the option of not awarding the contract until after the mid-year budget review. The Committee directed staff to present all three proposals to the Board of Directors for their review and feedback.

5.3 Discuss Involvement in the 2022 Indio International Tamale Festival and Sponsorship Proposal and Provide Feedback

Staff presented the Committee with \$25,000 and \$10,000 sponsorship proposals for the 2022 Indio International Tamale Festival. After discussion, the Committee feels that the District is not ready for an event this size and to revisit this for next year. The Committee requested that staff find out more information on the City of Indio's Second Sunday event and how to register for a booth.

5.4 Discuss Strategic Communications Plan Progress and Contract Closeout Reports

Staff presented the final update and analytics from CV Strategies. The contract with CV Strategies ended on October 31, 2022.

6. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 2:03 p.m. The next regular committee meeting will be on January 17, 2023.

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