

**VALLEY SANITARY DISTRICT
COMMUNITY ENGAGEMENT COMMITTEE
REGULAR MEETING MINUTES
March 21, 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, March 21, 2023.

1. CALL TO ORDER

Committee Member Scott Sear called the meeting to order at 1:01 p.m.

2. ROLL CALL

Directors Present:

Chairperson Scott Sear

Committee Member Mike Duran

Staff Present:

Ron Buchwald, Interim General Manager; Holly Gould, Clerk of the Board; Jeanette Juarez, Chief Administrative Officer; and Dave Commons, Chief Operations Officer

Guest Present:

Gloria Franz, Coachella Valley History Museum

Andres Coronal, Desert Recreation Foundation

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENT

Please notify the Secretary before the meeting if you wish to speak on a non-hearing item.
None.

5. DISCUSSION / ACTION ITEMS

5.1 Approve Minutes for January 17, 2023, Community Engagement Committee

Committee member Duran motioned to approve the minutes of the Community Engagement Committee held on January 17, 2023. Chairperson Sear seconded the motion.

5.2 Discuss Talking Points for Visit to Sacramento to Meet with State Legislatures

On March 22, 2023, President Canero, Secretary/Treasurer Sear, and Dave Commons, Chief Operations Officer, will be meeting with representatives from Townsend Public Affairs and State legislators in Sacramento, CA, to advocate for two of the Districts' upcoming projects, the

Recycled Water Project and the Lystek Biosolids Conversion Project. The Committee reviewed the itinerary and the brochures that will be handed out during the meetings.

5.3 Discuss Proposition 218 Notice and Additional Opportunities to Educate Ratepayers of Proposed Rate Changes

Staff requested guidance from the Committee regarding public outreach for the rate study, proposed rates, Proposition 218 notices, and upcoming public hearings. The Committee discussed doing the marketing and outreach in-house versus hiring a consultant. The Committee directed staff to create a scope of work for a special outreach project and obtain quotes from marketing consultants. This item will be presented to the board on March 28, 2023. Chairperson Sear recommended holding a special board meeting in the evening to make it more accessible to the public that works during the day.

5.4 Presentation by Coachella Valley History Museum

Gloria Franz of the Coachella Valley History Museum gave an update on the installation of the VSD exhibit. Gloria stated that additional signage needed for the exhibit would be completed this week. She also suggested that the District provide rack cards instead of a letter-size handout. The exhibit will be added to the docent tour and handbook, and she would like to do a practice run with Staff and the Board before the exhibit goes live.

5.5 Presentation by Desert Recreation Foundation

Andres Coronal of the Desert Recreation Foundation gave an update on the Bowling Fundraiser. He stated that they implemented the "Muni Cup" for the team that takes first place and was able to get more local government to participate, with all lanes being spoken for. So far, the fundraiser has raised over \$15,000. Andres also informed the Committee of another sponsorship opportunity coming in May. The Dueling Pianos fundraiser will be held at the Coachella Valley History Museum. The Committee will bring this item before the entire board in April.

6. **COMMITTEE MEMBER ITEMS**

Chairperson Sear stated that he attended the grand opening of Congressman Calvert's Palm Desert office. He noted the event was fun and interesting. He suggested having a gift, such as a hat, mug, or umbrella, that can be given for these types of events. Chairperson Sear also stated that he attended an event with La Quinta Rotary and would like to set up a plant tour for some rotary members for the beginning of April.

7. **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 2:55 p.m. The next regular committee meeting will be on May 16, 2023.

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