

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

July 18, 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, July 18, 2023.

**1. CALL TO ORDER**

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

**2. ROLL CALL**

Directors Present:  
Chairperson Scott Sear

Directors Absent:  
Committee Member Mike Duran

Staff Present:  
Jason Dafforn, General Manager; and Holly Gould, Clerk of the Board

**3. PLEDGE OF ALLEGIANCE**

**4. PUBLIC COMMENT – None**

**5. DISCUSSION / ACTION ITEMS**

- 5.1 Approve Minutes for March 21, 2023, and May 16, 2023, Community Engagement Committee

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Item postponed until next meeting.

- 5.2 Community Engagement Topics of Discussion

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Chairperson Sear and Jason Dafforn, General Manager, discussed the 100-year celebration of the District in 2025. They discussed different ideas for events. The District has the Coachella Valley History Museum (CVHM) available to use as a venue for the event. It was suggested that Mr. Dafforn contact CVHM to secure a date. It was discussed to host the celebration in the cooler months and look at weekend dates to avoid conflict with council meetings. Chairperson Sear asked Mr. Dafforn to contact legal counsel about possibly selling partnerships to offset costs. He also suggested reaching out to Ballet Folklórico Del Sol Desierto and other local

artists or musicians as entertainment for the event. They also discussed an open house event where the public could come to the District and tour the facility. Chairperson Sear stated that he'd like to see the 100-year celebration be a reset for the District, which re-branding may need to be done. Chairperson Sear also stated that he'd like to see a dedication done to honor Director William Teague and all he has done for the District. He requested Mr. Dafforn provide some ideas. He also requested that Mr. Dafforn inform the Board of the engagement assets the District has, including easy-up shades, tabletops, banners, handouts, and giveaways for events. He also asked about inviting spouses to events and discussed bringing your child to work day for employees. Chairperson Sear suggested finding out about creating a youth governance board or student advisory board for the District. He emphasized the importance of engaging the youth. He requested Mr. Dafforn investigate being able to let a non-profit organization use the District's annual event for the CVHM if the District is not going to use it. Mr. Dafforn requested guidance on publishing a Request for Proposal (RFP) for community engagement firms. He feels it is important to have a firm onboard, especially going into the 100-year celebration events. Chairperson Sear informed Mr. Dafforn that he thought moving forward with the RFP was a good idea.

6. **COMMITTEE MEMBER ITEMS** – None

7. **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 1:45 p.m. The next regular committee meeting will be on September 19, 2023.

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