



Tuesday, September 19, 2023 at 1:00 PM
Valley Sanitary District Board Room
45500 Van Buren St., Indio, CA 92201

**COMMUNITY ENGAGEMENT
COMMITTEE MEETING
AGENDA**

Valley Sanitary District is open to the public and board meetings will be conducted in person. In addition to attending in person, members of the public may view and participate in meeting via the following:

Zoom link: <https://us06web.zoom.us/j/89874824639>

Meeting ID: 898 7482 4639

To address the Board of Directors during the virtual live session via zoom, please email the Clerk of the Board at hgould@valley-sanitary.org or, alternatively, during the specific agenda item or general comment period (i.e. non-agenda items), please use the "raise your hand" function in zoom in order to be recognized by the Clerk of the Board in order to provide comments in real time.

The Clerk of the Board will facilitate to the extent possible any email requests to provide oral testimony that are sent during the live meeting. Members of the public may provide Oral testimony in person or during the virtual live session and are limited to three minutes each. To address the Board in person please complete speaker request card located at in the Board Room and give it to the Clerk of the Board.

If you are unable to provide comments during the meeting, written public comments on agenda or non-agenda items may be submitted by email to the Clerk of the Board at hgould@valley-sanitary.org. Written comments must be received by the Clerk of the Board no later than 11:00 a.m. on the day of the meeting.

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. PUBLIC COMMENT
5. DISCUSSION / ACTION ITEMS
 - 5.1 [Approve Minutes for the March 21, May 16, and July 18, 2023, Community Engagement](#)

[Committee Meetings](#)

Recommendation: Approve

5.2 [Community Engagement Topics of Discussion](#)

Recommendation: Discussion

6. ADJOURNMENT

POSTED September 14, 2023

Holly Gould

Clerk of the Board

Valley Sanitary District

PUBLIC NOTICE

In compliance with the Americans with Disabilities Act, access to the Board Room and Public Restrooms has been made. If you need special assistance to participate in this meeting, please contact Valley Sanitary District (760) 235-5400. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA TITLE II). All public records related to open session items contained on this Agenda are available upon request at the Administrative Office of Valley Sanitary District located at 45-500 Van Buren Street, Indio, CA 92201. Copies of public records are subject to fees and charges for reproduction.



Valley Sanitary District

DATE: September 19, 2023
TO: Community Engagement Committee
FROM: Jason Dafforn, General Manager
SUBJECT: Approve Minutes for the March 21, May 16, and July 18, 2023, Community Engagement Committee Meetings

Suggested Action

Approve

Strategic Plan Compliance

GOAL 6: Improve Planning, Administration and Governance

Fiscal Impact

There is no fiscal impact from this item.

Environmental Review

This item does not qualify as a project for the purposes of CEQA.

Background

The minutes from the March 21, 2023, May 16, 2023, and July 18, 2023, Community Engagement Committee meetings are presented for review and approval.

Recommendation

Approve the minutes from the March 21, 2023, May 16, 2023, and July 18, 2023, Community Engagement Committee meetings.

Attachments

[21 Mar 2023 Meeting Minutes.edited.doc](#)

[16 May 2023 Meeting Minutes.edited.doc](#)

[18 Jul 2023 Meeting Minutes.edited.doc](#)

**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

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

May 16, 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, May 16, 2023.

1. CALL TO ORDER

Committee member Duran called the meeting to order at 1:00 p.m.

2. ROLL CALL

Directors Present:
Committee Member Mike Duran

Directors Absent:
Chairperson Scott Sear

Staff Present:
Ron Buchwald, Interim General Manager; and Holly Gould, Clerk of the Board

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 March 21, 2023, Community Engagement Committee

Item postponed until next meeting.

5.2 Future Community Engagement Committee Topics of Discussion

Committee member Duran and Ron Buchwald, Interim General Manager, discussed the 100-year celebration of the District that takes place in 2025. They discussed different ideas for events, narrowing down a date, venue, budget, theme, guest list, invitations, whether to hire an event planner and the possible need for an ad-hoc committee. Although the celebration is two years away, they feel it is essential to start planning now. They discussed hosting a more formal dinner event for community leaders and an open house allowing the public to see the plant and take tours. This item will be brought before the Board for discussion and direction.

The Committee also discussed contacting local schools as part of public outreach. Committee member Duran suggested attending a school board meeting and offering school tours or in-class presentations about the District and what it's like to work in wastewater. The Committee also discussed producing a promotional presentation type video that can be used to show the public what the District does and the projects that are going on. It is recommended that we seek the help of a public engagement consultant in creating the presentation. Updates to the presentation can be done mostly in-house. Lastly, the Committee discussed the announcement of the new General Manager. They discussed a press release, meet and greet, and posting on social media. Committee member Duran suggested waiting to find out if the new General Manager would be comfortable with a meet and greet and to see what they prefer. Ron stated to at least post a bio of the new General Manager on the District website.

6. **COMMITTEE MEMBER ITEMS** – None

7. **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 1:47 p.m. The next regular committee meeting will be on July 18, 2023.

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

**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

Item postponed until next meeting.

5.2 Community Engagement Topics of Discussion

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 Folklorico 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



Valley Sanitary District

DATE: September 19, 2023
TO: Community Engagement Committee
FROM: Jason Dafforn, General Manager
SUBJECT: Community Engagement Topics of Discussion

Suggested Action

Discussion

Strategic Plan Compliance

GOAL 4: Increase Community Understanding and Support

Fiscal Impact

There is no fiscal impact with this report.

Environmental Review

This is not a project as defined by CEQA. No further action is required.

Background

Staff will provide updates on the following items for discussion and direction:

1. RFP for Social Media and Public Relations
2. 100-year celebration planning
3. Youth engagement opportunities
4. College of the Desert certification and degree opportunities
5. CVHM event use options
6. Dedication for Director Teague
7. Public Engagement Assets
8. Upcoming public engagement events

Recommendation

Discuss and provide direction to staff.