



Tuesday, November 21, 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/83725233720>

Meeting ID: 837 2523 3720

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](mailto: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](mailto: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 September 19, 2023, Community Engagement Committee Meeting](#)

Recommendation: Approve

5.2 [Community Engagement Topics of Discussion](#)

Recommendation: Discussion

**6. ADJOURNMENT**

*POSTED November 16, 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:** November 21, 2023  
**TO:** Community Engagement Committee  
**FROM:** Jason Dafforn, General Manager  
**SUBJECT:** Approve Minutes for the September 19, 2023, Community Engagement Committee Meeting

---

### **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 September 19, 2023, Community Engagement Committee meeting are presented for review and approval.

### **Recommendation**

Approve the minutes from the September 19, 2023, Community Engagement Committee meeting.

### **Attachments**

[19 Sept 2023 Meeting Minutes.edited.pdf](#)

**VALLEY SANITARY DISTRICT  
COMMUNITY ENGAGEMENT COMMITTEE  
REGULAR MEETING MINUTES  
September 19, 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, September 19, 2023.

**1. CALL TO ORDER**

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

**2. ROLL CALL**

Directors Present:

Chairperson Scott Sear, 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, May 16, 2023, and July 18, 2023, Community Engagement Committee**

---

Committee Member Duran motioned to approve the March 21, May 16, and July 18, 2023, Community Engagement Committee Meeting minutes. Chairperson Sear seconded the motion. The motion carried unanimously.

**5.2 Community Engagement Topics of Discussion**

---

Jason Dafforn, General Manager, gave an update on the Social Media and Public Outreach RFP. Seven proposals were received, and three were unresponsive. A four-member team evaluated the remaining proposals, and the top two are scheduled for interviews. The Committee suggested what they would like to see from a public outreach and marketing firm and how they would like the District to be represented. The Committee requested to be provided with a list of who submitted proposals and the reason they were not selected. The Committee suggested having a member of staff receive social media training. The Committee received an update on the 100-year celebration. Staff are looking at dates for November 2025.

Mr. Dafforn stated that the event was included in the Social Media and Public Outreach RFP, which would consist of marketing and planning for the event. The Committee suggested determining which day of the week works best with local government and public agencies so as not to interfere with council meetings. Chairperson Sear suggested setting the date as soon as possible. Mr. Dafforn has had a preliminary conversation with the coordinator of the UC Riverside STEM program, which includes a public utilities program (PULL). Mr. Dafforn would like to work with STEM to determine how VSD can fit in or sponsor the program. Committee member Duran stated that he would like to see the District become involved with local middle and high schools, possibly participating in career days. Mr. Dafforn informed the Committee that he had a positive meeting with the Interim Dean and course developer of College of the Desert about implementing a wastewater operator certification/degree program. He is working on compiling the data the college requested and will meet again. The Committee discussed the annual use of the Coachella Valley History Museum. The District is entitled to one annual event at the museum per contract. If the District does not utilize the event space, they may let another non-profit organization use it. They also discussed ideas of honoring Director Teague. Ideas included room/building dedication and street sign naming. Mr. Dafforn updated the Committee on the District's public outreach assets and the events the District will attend. The District will have a booth at the National Night Out hosted by the Indio Police Department on October 3, 2023, and a booth at the Indio State of the City event on November 9, 2023. Mr. Dafforn will also attend the State of the City for La Quinta and Coachella.

## **6. COMMITTEE MEMBER ITEMS**

Committee member Duran inquired about the "bring your child to work" day and a policy about spouses attending District functions. Mr. Dafforn stated he would bring an update for both items at the next meeting. Chairperson Sear requested that new logo polo shirts be purchased for the Board.

## **7. ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 2:17 p.m. The next regular committee meeting will be on November 21, 2023.

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



## Valley Sanitary District

**DATE:** November 21, 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 actions is required.

### **Background**

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

1. Prior community engagement events, results and feedback
2. Upcoming community engagement events
3. Social media plan for November and December
4. General communications plan
5. Bring your child to work day
6. 100-year celebration dates

### **Recommendation**

Discuss and provide direction to staff.