



Tuesday, January 16, 2024 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/83300601851>

Meeting ID: 833 0060 1851

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 THE MINUTES FOR THE NOVEMBER 21, 2023, COMMUNITY ENGAGEMENT COMMITTEE](#)

MEETING

Recommendation: Approve

5.2 SELECT A COMMITTEE CHAIRPERSON

Recommendation: Approve

5.3 COMMUNITY ENGAGEMENT TOPICS OF DISCUSSION

Recommendation: Discussion

6. ADJOURNMENT

POSTED January 11, 2024

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: January 16, 2024
TO: Community Engagement Committee
FROM: Jason Dafforn, General Manager
SUBJECT: APPROVE THE MINUTES FOR THE NOVEMBER 21, 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 November 21, 2023, Community Engagement Committee meeting are presented for review and approval.

Recommendation

Approve the minutes from the November 21, 2023, Community Engagement Committee meeting.

Attachments

[21 Nov 2023 Meeting Minutes.edited.pdf](#)

**VALLEY SANITARY DISTRICT
COMMUNITY ENGAGEMENT COMMITTEE
REGULAR MEETING MINUTES
November 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, November 21, 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, Committee Member Mike Duran

Staff Present:

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

Guests:

Rebecca Cole, Ardurra

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENT – None

5. DISCUSSION / ACTION ITEMS

5.1 Approve Minutes for September 19, 2023, Community Engagement Committee Meeting

Committee Member Duran motioned to approve the September 19, 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 community engagement events. He stated that the District had representatives at the La Quinta State of the City, Coachella State of the City and was a title sponsor of the Indio State of the City. The District also participated in the College of the Desert Great Alumni Hunt competition and the National Night Out hosted by the Indio Police Department. He presented a summary report from Ardurra of a 15-day deliverables overview, including social media metrics. Committee member Duran said he

would like to see a post from VSD to the community for the holidays. Mr. Dafforn informed the Committee that he has met with Cal State San Bernardino on collaboration opportunities. He has also contacted Senator Padilla's office to invite his staff for a plant tour. The Committee reviewed the social media content calendar provided by Ardurra for the next three months. Chairperson Sear said he would like to see more posts engaging the public, not just informing. Mr. Dafforn stated that Ardurra is working on takeaways the Board can take to Washington, DC, and Sacramento on the District's issues and needs. They also discussed the possibility of a quarterly newsletter and website enhancements. The Committee discussed the Bring Your Child to Work Day, which is April 25, 2024. Mr. Dafforn gave the Committee possible dates for the 100-Year Celebration. Committee member Duran stated that he would like the marketing for the event to be bilingual. Chairperson Sear noted that he would like to see the Board of Directors attend more events in their Divisions.

6. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 2:04 p.m. The next regular committee meeting will be on January 16, 2024.

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



Valley Sanitary District

DATE: January 16, 2024
TO: Community Engagement Committee
FROM: Jason Dafforn, General Manager
SUBJECT: SELECT A COMMITTEE CHAIRPERSON

Suggested Action

Approve

Strategic Plan Compliance

GOAL 6: Improve Planning, Administration and Governance

Fiscal Impact

There is no fiscal impact.

Environmental Review

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

Background

Each year the Board President appoints directors to serve on the various committees. Each committee then selects which director shall serve as chairperson.

Recommendation

Staff recommends that the members select a chairperson for the Community Engagement Committee.



Valley Sanitary District

DATE: January 16, 2024
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. Upcoming social media plan
4. Bring your child to work day
5. 100-year celebration dates

Recommendation

Discuss and provide direction to staff.