



Tuesday, January 17, 2023 at 1:00 PM  
Valley Sanitary District Board Room  
45500 Van Buren St., Indio, CA 92201

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**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/86729718212>

Meeting ID: 867 2971 8212

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**

*This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a Discussion / Action item.*

**5. DISCUSSION / ACTION ITEMS**

5.1 [Select Committee Chairperson](#)

Recommendation: Approve

5.2 [Approve Minutes for the November 15, 2022, Community Engagement Committee](#)

Recommendation: Approve

5.3 [Identify Items for Future Meetings](#)

Recommendation: Direction

**6. ADJOURNMENT**

*POSTED January 12, 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:** January 17, 2023  
**TO:** Community Engagement Committee  
**FROM:** Beverli A. Marshall, General Manager  
**SUBJECT:** Select Committee Chairperson

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**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 Committee members select a chairperson.



**Valley Sanitary District**

**DATE:** January 17, 2023  
**TO:** Community Engagement Committee  
**FROM:** Beverli A. Marshall, General Manager  
**SUBJECT:** Approve Minutes for the November 15, 2022, Community Engagement Committee

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**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 15, 2022, Community Engagement Committee meeting are presented for review and approval.

**Recommendation**

Approve the minutes from the November 15, 2022, Community Engagement Committee meeting.

**Attachments**

[15 Nov 2022 Meeting Minutes.pdf](#)

**VALLEY SANITARY DISTRICT  
COMMUNITY ENGAGEMENT COMMITTEE  
REGULAR MEETING MINUTES  
November 15, 2022**

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 15, 2022.

**1. CALL TO ORDER**

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

**2. ROLL CALL**

Directors Present:  
Chairperson Scott Sear  
Committee Member Debra Canero

Staff Present:  
Beverli Marshall, General Manager, and Holly Gould

**3. PLEDGE OF ALLEGIANCE**

**4. PUBLIC COMMENT**

*This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.*

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None.

**5. DISCUSSION / ACTION ITEMS**

**5.1 Approve Minutes for October 19, 2022, Special Committee Meeting**

Committee member Canero motioned to approve the October 19, 2022, Community Engagement Committee Special Meeting minutes. Chairperson Sear seconded the motion. The motion carried unanimously.

**5.2 Review and Discuss Proposals Submitted in Response to the Communication and Outreach Services Request for Proposals and Provide Feedback**

A Request for Proposals (RFP) for Communication and Outreach Services was published on October 20, 2022. Potential vendors had until October 28 to submit questions regarding the RFP. Staff prepared and published responses to these questions on November 2. The deadline for submitting a proposal was 4:00 p.m. on November 10, 2022. Three proposals were received. The Committee discussed the proposals and the option of not awarding the contract until after the mid-year budget review. The Committee directed staff to present all three proposals to the Board of Directors for their review and feedback.

5.3 Discuss Involvement in the 2022 Indio International Tamale Festival and Sponsorship Proposal and Provide Feedback

Staff presented the Committee with \$25,000 and \$10,000 sponsorship proposals for the 2022 Indio International Tamale Festival. After discussion, the Committee feels that the District is not ready for an event this size and to revisit this for next year. The Committee requested that staff find out more information on the City of Indio's Second Sunday event and how to register for a booth.

5.4 Discuss Strategic Communications Plan Progress and Contract Closeout Reports

Staff presented the final update and analytics from CV Strategies. The contract with CV Strategies ended on October 31, 2022.

**6. ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 2:03 p.m. The next regular committee meeting will be on January 17, 2023.

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



## Valley Sanitary District

**DATE:** January 17, 2023  
**TO:** Community Engagement Committee  
**FROM:** Beverli A. Marshall, General Manager  
**SUBJECT:** Identify Items for Future Meetings

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### **Suggested Action**

Direction

### **Strategic Plan Compliance**

GOAL 4: Increase Community Understanding and Support

### **Fiscal Impact**

The fiscal impact will depend upon the direction given.

### **Environmental Review**

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

### **Background**

The contract with CV Strategies expired on October 31, 2022, and all identified items were completed. The Board decided not to award a contract to any of the firms that submitted proposals in response to the District's request for proposals.

On Friday, January 20, 2023, the Board will be holding a workshop to discuss the Strategic Plan. Part of this discussion will include Goal 4: Increase Community Understanding and Support. At that time, staff anticipates direction will be provided on outreach and communication objectives. Until then, staff has no outstanding items or direction regarding community engagement.

### **Recommendation**

Staff recommends that the Committee discuss items for future meetings and provide direction to staff.