

Agenda Date: 11/17/21

Agenda Item: 3C

MINUTES OF THE PUBLIC INFORMATION COMMITTEE
OF MT. VIEW SANITARY DISTRICT
October 26, 2021

The Public Information Committee of the Mt. View Sanitary District convened a virtual meeting at 9:01 a.m. online via Zoom at:
<https://us02web.zoom.us/j/89245082294?pwd=RE9pUjNsSXk1TlZQdEsvWUM4VGRqZz09>

1. ROLL CALL OF DIRECTORS

PRESENT: Chair Stanley R. Caldwell and Director Gregory T. Pyka
ABSENT: None
Also Present: STAFF – District Manager Lilia M. Corona, Board Secretary Stephanie L. Seregin, Environmental Services Manager Stacey Ambrose, Public Outreach Coordinator Robin Mitchell

2. PUBLIC COMMENT

None

3. NEW BUSINESS

A. REVIEW DRAFT OF NOVEMBER 2021 MT. VIEW MONITOR

1. PRESENTATION OF DRAFT NEWSLETTER

Public Outreach Coordinator Robin Mitchell led the Committee through a review of a draft November 2021 Mt. View Monitor.

2. PROVIDE DIRECTION AS NECESSARY

The Committee reviewed the newsletter and provided positive comments. Director Pyka suggested the District's Facebook and Instagram information be added to the newsletter's front page.

B. REVIEW DRAFT OF ONLINE NOVEMBER 2021 MT. VIEW MONITOR

This item was withdrawn from consideration.

C. NEWSLETTER PLANNING

1. PRESENTATION OF NEWSLETTER SCHEDULES

Public Outreach Coordinator Mitchell led the Committee and staff through the proposed schedule for the February 2022 newsletter and confirmed the next Committee meeting for January 25, 2022.

2. DISCUSSION OF QUARTERLY THEMES AND POSSIBLE CONTENT

The Committee discussed upcoming themes and potential content for future newsletters.

Topics discussed included the following items:

- Pesticides/Herbicides - Preparing Your Garden
- The Evolution of a Marsh
- Employee Highlights
- Congratulate Splash Contest Winner's
- NPDES Permit Renewal

3. PROVIDE DIRECTION AS NECESSARY

The Committee approved the schedule and made recommendations for future newsletter topics.

D. WEBSITE & SOCIAL MEDIA UPDATES & STATISTICS

1. PRESENT & DISCUSS UPDATES & STATS

Public Outreach Coordinator Mitchell led the Committee through a review of the District's compiled outreach statistics on the Mt. View Monitor and the District's Facebook and Instagram pages.

2. PROVIDE DIRECTION AS NECESSARY

Director Pyka inquired about other social media platforms the District could utilize, such as Twitter, Snapchat, or Tik Tok. Ms. Mitchell advised she would look into this and report back.

The Committee thanked Ms. Mitchell for her update and informed her she was doing a great job.

4. FUTURE AGENDA ITEMS

A. REQUESTS AND DIRECTIVES FOR FUTURE MEETINGS

The next Public Information Committee meeting was scheduled for Tuesday, January 25, 2022, at 9:00 a.m.

5. ADJOURNMENT – THE NEXT SCHEDULED BOARD MEETING IS AN ADJOURNED REGULAR BOARD MEETING ON NOVEMBER 17, 2021 AT 6:30 P.M.

Business having been concluded, Chair Caldwell adjourned the meeting at 9:38 a.m.

Stephanie L. Seregin, Board Secretary