

MINUTES OF THE PUBLIC INFORMATION COMMITTEE
OF MT. VIEW SANITARY DISTRICT
August 3, 2021

The Public Information Committee of the Mt. View Sanitary District convened a virtual meeting at 9:02 a.m. online via Zoom at:

<https://us02web.zoom.us/j/82670844497?pwd=VVhpc3hwbHhZRWtUN1NmMUx3N2xTdz09>

After registering, you will receive a confirmation email containing information about joining the meeting.

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, and Administrative Assistant Kelli Porras

2. PUBLIC COMMENT

None

3. NEW BUSINESS

A. REVIEW DRAFT OF AUGUST 2021 MT. VIEW MONITOR

1. PRESENTATION OF DRAFT NEWSLETTER

Public Outreach Coordinator Robin Mitchell asked the Committee if they had any comments or suggestions regarding the draft August 2021 Mt. View Monitor they received in their packets.

District Manager Lilia Corona recommended that a color background be added to the inside of the newsletter.

2. PROVIDE DIRECTION AS NECESSARY

The Committee thanked Ms. Mitchell for a job well done and provided suggested edits for the newsletter.

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

1. PRESENTATION OF DRAFT NEWSLETTER

Public Outreach Coordinator Mitchell advised the Committee that the District will use the "Engage" feature through Streamline to facilitate the distribution of Mt. View Sanitary District's online newsletter to our subscribers.

2. PROVIDE DIRECTION AS NECESSARY

No direction was provided.

C. NEWSLETTER PLANNING

1. PRESENTATION OF NEWSLETTER SCHEDULES

Public Outreach Coordinator Mitchell led the Committee and staff through a listing of themes and potential content for the November 2021 newsletter.

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:

- Pollution Prevention
- Pesticides
- Moorhen Marsh Butterfly Garden
- McNabney Marsh Algae Smell
- NPDES Permit
- Capital Improvement Projects
- Resident Lateral Education
- Coastal Cleanup

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, Republic Services bill inserts, and the District's Facebook and Instagram pages. In addition, Ms. Mitchell directed the Committee members to the last page of her outreach report to point out definitions for their convenience in analyzing the information provided.

2. PROVIDE DIRECTION AS NECESSARY

Chair Caldwell thanked Ms. Mitchell for including the definitions; he found them very helpful.

4. FUTURE AGENDA ITEMS

A. REQUESTS AND DIRECTIVES FOR FUTURE MEETINGS

The next Public Outreach Committee meeting was scheduled for Tuesday, October 26, at 9:00 a.m.

5. ADJOURNMENT – THE NEXT SCHEDULED BOARD MEETING IS A REGULAR BOARD MEETING ON AUGUST 19, 2021 AT 6:30 p.m.

Business having been concluded, Chair Caldwell adjourned the meeting at 10:05 a.m.



Stephanie L. Seregin, Board Secretary