

MINUTES OF THE PUBLIC INFORMATION COMMITTEE
OF MT. VIEW SANITARY DISTRICT

January 28, 2020

The Public Information Committee of the Mt. View Sanitary District convened a duly Noticed Committee Meeting at the Mt. View Sanitary District Conference Room, 3800 Arthur Road, Martinez, County of Contra Costa, and State of California on January 28, 2020, at 10:00 a.m.

1. ROLL CALL OF DIRECTORS

PRESENT: Chairman Stanley R. Caldwell and Director Greg T. Pyka

ABSENT: None

Also Present: STAFF – District Manager, Lilia M. Corona, Board Secretary, Stephanie L. Seregin and representing the Consultant Circlepoint, Patti Ransdell

2. PUBLIC COMMENT

None

3. NEW BUSINESS

A. REVIEW DRAFT OF FEBRUARY 2020 PROPOSITION 218 NOTICE

1. PRESENTATION OF DRAFT PROPOSITION 218 NOTICE

Patti Ransdell of Circlepoint led the Committee through a review of the draft Proposition 218 Notice. District Manager Corona listed the requested revisions from the Board of Directors at the January 28, 2020, Adjourned Regular Meeting.

2. PROVIDE DIRECTION FROM COMMITTEE

The Committee reviewed the Proposition 218 Notice and suggested additional edits for clarification and requested photos of construction be included in the notice.

B. MAY 2020 NEWSLETTER PLANNING

1. PRESENTATION OF NEWSLETTER SCHEDULES

Ms. Ransdell led the Committee and staff through an updated listing of quarterly themes and potential content within each theme for future newsletters.

2. DISCUSSION OF QUARTERLY THEMES AND POSSIBLE CONTENT

A discussion ensued and the following topics for upcoming newsletters were identified:

Suggestions for the April/May 2020 issue:

- UV replacement project update (construction soon)
- Success Stories (Easement Jetter)
- May is Wetlands Month
- Workshops
- UV System Update
- Profile new employees
- District Transparency Certificate
- Household Hazardous Waste – Spring gardening, chemicals, and proper disposal
- Success at Moorhen Marsh

August 2020 issue:

- CIP Update
- Lateral Inspection Program
- UV system update
- Education Programs Scheduling Starts

3. PROVIDE DIRECTION AS NECESSARY

The Committee concurred with the topics for future newsletters.

C. WEBSITE UPDATE AND USAGE STATISTICS

The Committee reviewed the outreach report with audience engagement figures from the district's website.

1. RECEIVE REPORT FROM STAFF

Patti Ransdell of Circlepoint led the Committee through a review of the Google Analytics Reports for October 2019 through January 27, 2020. District

Manger Corona reported that a Website Committee from District staff would be established to keep the website up to date, correct, and compliant with transparency regulations.

2. PROVIDE DIRECTION AS NECESSARY

Patti Ransdell of Circlepoint was directed to post the Proposition 218 Notice to the homepage of the District website once it has been updated and approved. The Committee agreed that a Website Committee was desirable.

D. REVIEW FACEBOOK USAGE STATISTICS

1. PRESENT AND DISCUSS STATISTICS

The Committee reviewed the outreach report with audience engagement figures for the Facebook page. It was noted that Facebook traffic increased when posts were "promoted" by Circlepoint, as well as when wildlife posts are included.

2. PROVIDE DIRECTION AS NECESSARY

Circlepoint was directed to do a Facebook post about the District's Capital Improvement Projects with periodic updates and photos.

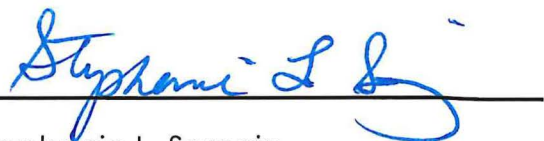
4. FUTURE AGENDA ITEMS

A. REQUESTS AND DIRECTIVES FOR FUTURE MEETINGS

Staff was directed to include updates on the website Committee.

5. ADJOURNMENT – THE NEXT SCHEDULED BOARD MEETING IS A REGULAR BOARD MEETING ON FEBRUARY 13, 2020 AT 6:30 P.M.

Business having been concluded, Chair Caldwell adjourned the meeting at 11:13 a.m.



Stephanie L. Seregin
Board Secretary / Executive Assistant