



**VALLEY COUNTY WATER DISTRICT
MINUTES FOR THE MEETING OF THE PUBLIC AFFAIRS & EDUCATION COMMITTEE HELD
THURSDAY, JUNE 18, 2020**

Committee Members Present: Director Javier E. Vargas, Chairperson
Vice President Lenet Pacheco, Co-Chairperson

Staff Present: Jose Martinez, General Manager
Jandy Macias, Finance & Customer Service Manager
Colleen Malaiba, Executive Assistant/Board Liaison
Tom Mortenson, Operations & Maintenance Manager

Others Present: Director Jazmin Lopez

A. CALL TO ORDER

The meeting of the Public Affairs & Education Committee held on Thursday, June 18, 2020, was called to order at 2:30pm by Director Vargas.

B. PUBLIC COMMENT

- No Comment

C. DISCUSSION/INFORMATION ITEMS

1. *Delayed Rate Increase Postcard*

- General Manager stated that the Board of Directors will be considering a budget that will delay the scheduled water rate adjustment until January 2021; stated that if this budget is approved, the regular "rate adjustment" postcard would be issued in December/ January, additionally staff is considering a "delayed rate" notification postcard to be mailed in July notifying customers that the approved rate adjustment will be postponed
- Vice President Pacheco stated that this was a good idea and that it was good to maintain communication with residents

2. *Review Social Media Schedule – June 2020*

- General Manager stated that the District has been utilizing social media to maintain constant communication with our customers; presented planned social media posted for the month of June
- Vice President Pacheco recalled that during the District's meeting with Congresswoman Napolitano, she suggested that the District focus its social media efforts on children and District issues
- Director Vargas stated that he likes the current posts and recently reposted the District's video; reported that he has seen positive feedback from the social media posts

3. *Website Design Update*

- General Manager announced that the District will be redesigning its website; explained that the staff is working with the vendor on design preferences and the website content transfer

4. *"Trust the Tap" Overview*

- General Manager stated that the District is creating a "Trust the Tap" campaign to encourage customers to feel confident in water quality; presented a few marketing materials used as part of the campaign
- Vice President Pacheco stated that the campaign would be a lot of work and suggested that the District utilize help from larger agencies as their level of communication extends to a larger population

Director Vargas paused the discussion to allow for a public comment submitted during the meeting.

D. PUBLIC COMMENT

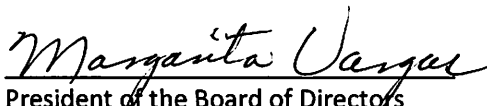
- Mr. Ralph Galvan, resident of Baldwin Park, submitted a comment expressing his concern for the time of the meeting
 - Commending the District in the increased efforts with social media and the anticipated website design
 - Inquiring if the District has promoted that there would be no water shut offs during COVID-19, citing the availability of customer contact information and similar messaging from SCE and The Gas Company
- 5. *Discuss the District's 95th Anniversary*
 - General Manager announced that staff is planning to celebrate the District's 95th anniversary throughout 2021; as part of the planning, staff is working to create a logo to commemorate the event; distributed several proposed logos for the committee to review
 - Director Vargas suggested adding the cities that are serviced by the District
 - Vice President Pacheco requested some design variations for the logo

E. ADJOURNMENT

The meeting of the Public Affairs & Education Committee held Thursday, June 18, 2020, was adjourned 3:32pm by Director Vargas.

SIGNED:

ATTEST:



President of the Board of Directors
(OFFICIAL VCWD SEAL)



Secretary of the Board of Directors