



**VALLEY COUNTY WATER DISTRICT
MINUTES FOR THE MEETING OF THE PUBLIC AFFAIRS & EDUCATION COMMITTEE HELD
THURSDAY, OCTOBER 8, 2020 10:30AM**

Committee Members Present: Vice President Lenet Pacheco, Co-Chairperson
Director Jazmin Lopez, Alternate

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

Others Present: Director David L. Muse
Director Javier E. Vargas, Chairperson
President Margarita Vargas

A. CALL TO ORDER

The meeting of the Public Affairs & Education Committee held on Thursday, October 8, 2020, was called to order at 10:30am by Director Lenet Pacheco.

Due to technical difficulties Director Vargas was not able to participate in the committee meeting; the meeting proceeded with Vice President Pacheco and Director Lopez.

B. PUBLIC COMMENT

- No Comment

C. DISCUSSION/INFORMATION ITEMS

1. Proposed District 95th Anniversary Logo

- General Manager discussed and presented variations of the proposed logo
- Vice President Pacheco commented that all variations should be presented to the board
- Director Lopez also recommended all 12 variations of logo be brought to the board

2. District Social Media Platforms

- General Manager discussed the District's various social media platforms and the importance of reaching our intended audience – our customers; spoke of the preference to use Twitter solely for District news and service alerts in real time and use of Instagram for promotional photos
- Vice President Pacheco suggested showing employees working and communicating the importance of trusting the tap water to our schools and the general public as a different option for posted photos
- General Manager spoke of the District's plans to engage more with the school district and the importance of utilizing member agency allocations through Upper District to help the community, such as the water bottle fill station project, and made mention of the constant support provided by the Board
- Vice President Pacheco mentioned the pandemic and difficulties associated with being more present in the schools, but also how it is an opportune time to start fresh and still provide important information to young people
- Director Lopez discussed how the younger generations understand technology and that the District should get the youth involved with Trust the Tap

3. *Proposed Truck Wraps*

- General Manager discussed utilizing truck wraps on fleet trucks to promote District messages and presented various examples
- The Committee believes the truck wraps are a great way to promote Trust the Tap
- Director Lenet Pacheco stated how the truck wraps could change according to message campaigns
- General Manager mentioned the Trust the Tap trademark application submission

4. *Award Submissions*

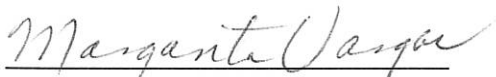
- General Manager announced that the District has begun submitting application to various public outreach awards; reported that the District submitted an application to the Public Relations Society of America (PRSA) and is also tracking of the ACWA Best in Blue, WaterSense, WaterSmart awards, and many other awards and deadlines

D. ADJOURNMENT

The meeting of the Public Affairs & Education Committee held Thursday, October 8, 2020, was adjourned 11:11am by Director Lenet Pacheco.

SIGNED:

ATTEST:



President of the Board of Directors
(OFFICIAL VCWD SEAL)



Secretary of the Board of Directors