

**VALLEY COUNTY WATER DISTRICT
MINUTES FOR THE MEETING OF THE PUBLIC AFFAIRS & EDUCATION COMMITTEE HELD
THURSDAY, FEBRUARY 11, 2021 11:00AM**

Committee Members Present: Director Ralph Galvan, Chairperson
Director Jazmin Lopez, Co-Chairperson

Staff Present: Jose Martinez, General Manager
Jandy Macias, Finance & Customer Service Manager
Colleen Malaiba, Executive Assistant/Board Liaison
Tara Robinson, Water Resources Manager
Joe Yersky, Water Use Efficiency Specialist

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

A. CALL TO ORDER

The meeting of the Public Affairs & Education Committee held on Thursday, February 11, 2021, was called to order at 11:00am by Director Ralph Galvan.

B. PUBLIC COMMENT

- No Comment

C. DISCUSSION/INFORMATION ITEMS

1. *Delayed Rate Adjustment Postcard*

- General Manager announced that the District will be mailing a postcard notifying customers that the scheduled rate adjustment for July 2020 would not be implemented until July 2021
- Director Galvan recommended minor edits to the postcard that would highlight the District's social media accounts
- Director Lopez recommended that the District also communicate the rate adjustment delay with the City of Baldwin Park and the City of Irwindale, and our local community leaders' social media accounts

2. *Headquarters Announcement*

- a. Press Release
- b. March Bill Insert
- c. Baldwin Park NOW
- General Manager announced that as the construction for the Headquarters has begun, the District has also begun communicating the anticipated move and benefits via social media, the District website, bill inserts, and the Baldwin Park NOW; reported that he hand delivered announcement flyers to the adjacent properties
- Vice President Lopez noted the March bill insert and asked if it is also available to customers that received their bill via email
- General Manager stated that currently that service is not available, however they could be posted on the District website
- Director Galvan suggested adding section wherein customer would update their contact information for emergency notification

3. *District Social Media*

- General Manager reported that the District's social media currently focus' on holidays, special dates, and District campaigns, such as Trust the Tap, reported that the District will be shifting the focus of its Twitter account to a more service information and notification format; noted that emergency notification templates have been created to be on stand-by in the event they are needed
- The Committee stated they support the focus shift for the Twitter account

4. *District Website Update*

- General Manager reported that more District's videos have been added to the website as well as information about the District Headquarters
- Vice President Lopez suggested creating a Kid Zone, making it easier to locate, and possibly adding videos; additionally she suggested adding a virtual tour as well as an online portal for attendance registration

5. *District 95th Anniversary/ Water Awareness Event*

- General Manager announced that the District will be using it's annual Water Awareness Event as the main community event to celebrate its 95th Anniversary; noted that the event would be drive-thru only; announced that the District would be providing a "History of the District" presentation at the City of Baldwin Park and City of Irwindale city council meetings just before the 95th Anniversary/ Water Awareness Event
- The Committee provided suggestions for promotional material and ways to keep the event interactive

6. *Consumer Confidence Report*

- General Manager reported that the Consumer Confidence Report a document required by the State of California that provides information about the District's water quality testing results from the previous calendar year; noted that although this document is no longer required to be mailed, the District uses this opportunity to create a newsletter that also includes the CCR required information; reported on topics that will be featured in this year
- The Committee provided suggestions for additional topics and newsletter features, such as a tear away coloring page

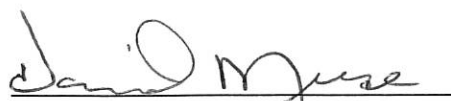
7. *New Business*

- General Manager announced that the District recently created the Conservation Certificate/ Community Recognition program wherein the District would identify a drought tolerant/ water efficiency landscape and invite the homeowner to be recognized in exchange for a credit to their water bill
- Vice President Lopez asked if the credit to the water bill was a one-time credit to the account
- Director Galvan suggested providing information about transforming a yard to become drought tolerant/ water efficient
- General Manager announced that the District was working on an AMI Installation video and provided a preview of video

D. ADJOURNMENT

The meeting of the Public Affairs & Education Committee held Thursday, February 11, 2021, was adjourned 12:27pm by Director Ralph Galvan.

SIGNED:



President of the Board of Directors
(OFFICIAL VCWD SEAL)

ATTEST:



Secretary of the Board of Directors