

**VALLEY COUNTY WATER DISTRICT
MINUTES FOR THE MEETING OF THE PUBLIC AFFAIRS & EDUCATION COMMITTEE HELD
WEDNESDAY, SEPTEMBER 29, 2021 4:00PM**

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

Staff Present: Jose Martinez, General Manager
Colleen Malaiba, Executive Assistant/Board Liaison

Others Present: Director Lenet Pacheco
Director Javier E. Vargas

A. CALL TO ORDER

The meeting of the Public Affairs & Education Committee held on Wednesday, September 29, 2021, was called to order at 4:03pm by Director Ralph Galvan.

B. PUBLIC COMMENT

- No Comment

C. DISCUSSION/INFORMATION ITEMS

1. Review Social Media Schedule – October 2021

- General Manager reviewed the social media posts that the District planned for the month of October
- Director Galvan asked if only office staff were being highlighted on social media posts for customer service appreciation week
- General Manager stated other staff would be highlighted as well in order to balance who is featured on the social media posts

2. Social Media Senior Package

- General Manager explained the challenges in connecting with seniors during the pandemic; suggested creating a focus group comprised of senior from the local community to determine best means of communication and desired information topics
- Vice President Lopez suggested using polls on our social media platforms to find out the demographics of who is viewing the content
- Director Galvan suggested adding District content to newsletters sent out by the senior centers

3. In-Home Water Use Survey Kit

- General Manager reviewed the components and details of the In-Home Water Conservation Kits thus far
- Vice President Lopez stated her appreciation for the creative, alternatives with the kits; expressed her hope of an increase of customer participation

4. Proposed District Mini Water Bottles for Community Distribution

- General Manager explained the use of plastic water bottles for emergency situations and events; expressed preference to avoid plastic water bottles if possible
- Vice President Lopez stated her preference of providing reusable water bottles when possible and understanding in the use of plastic water bottles with emergency situations

5. *Proposed Posting of Board of Directors Meeting Recordings on District Youtube Channel*

- General Manager explained preference in active community participation during Board of Directors meetings; suggested advertising more on social media platforms to inform and invite community to Board meetings
- Vice President Lopez expressed understanding for those unable to attend live meetings and the importance of active participation and discussion

6. *Proposed Host of Student Workshops for High School Seniors*

- Director Galvan suggested workshops explaining positions/ career opportunities in the water industry
- General Manager stated the importance of connecting with the schools, attending principal meetings, and engagement; explained importance of building understanding and confidence in our students
- Vice President Lopez expressed excitement in providing workshops; stated the importance of guidance and educated students of the many possible career pathways in the water industry
- Director Galvan suggested an animated series on career paths for young children

7. *Proposed Fund Allocation to Participate in Annual Baldwin Park Santa Claus Clothing Program*

- General Manager explained past participation in program
- Vice President Lopez expressed looking forward to participating; suggested partnering with other non-profits throughout service area; suggested collecting and donating jackets and blankets for the homeless

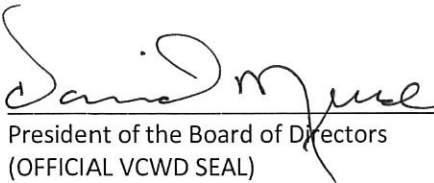
8. *New Business*

- General Manager announced the Prism nomination and preliminary recognition for the District's 95th anniversary and Trust the Tap logos
- Director Galvan suggested posting these on accomplishments on social media
- Vice President Lopez thanked staff for continuous hard work

D. ADJOURNMENT

The meeting of the Public Affairs & Education Committee held Wednesday, September 29, 2021, was adjourned 5:22pm by Director Ralph Galvan.

SIGNED:



President of the Board of Directors
(OFFICIAL VCWD SEAL)

ATTEST:



Secretary of the Board of Directors