



## **EAST PALO ALTO SANITARY DISTRICT**

### **BOARD OF DIRECTORS**

Joan Sykes-Miessi, President  
Bethzabe Yañez, Vice President  
Glenda Savage, Secretary  
Goro Mitchell, Director  
Dennis Scherzer, Director

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East Palo Alto, CA 94303  
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Akin Okupe, M.B.A, P.E., General Manager

### **EAST PALO ALTO SANITARY DISTRICT PUBLIC RELATIONS COMMITTEE MEETING APRIL 03, 2018 1:00 P.M.**

Notice is hereby given that the Public Relations Committee Meeting of the East Palo Alto Sanitary District will be held on **Tuesday, April 3, 2018 at 1:00 p.m.** The meeting will take place at the East Palo Alto Sanitary District office located at 901 Weeks Street, East Palo Alto, California.

**1. Call to Order**

**2. Roll Call**

Director Goro Mitchell  
Director Dennis Scherzer

**3. Communications from the Public**

Members of the public are invited to address the Board regarding non-agenda items at the beginning of the meeting only. Persons wishing to speak on items listed on the agenda will be heard when called by the meeting chair.

**4. Agenda Amendments**

**5. Review/Approval of March 21, 2018 PRCM Meeting Minutes**

**6. Report/Discussion of EPA Today Talk Show**

**7. Report / Discussion of Public Access Television**

**8. Report/Discussion of Draft Brochure Content**

**9. Report/Discussion of Moving PenTV Discussion to R.B.M. Agenda to Authorize Staff to enter into Contract for Public Broadcasting of Regular Board Meetings**

**10. Oral & Written Communication: Brief reports may be presented by the Manager and Staff pertaining to items not listed on the Agenda; however, no discussion or action can be taken.**

**11. Future Agenda**

May 1, 2018 at 1:00 p.m.

**12. Adjournment**

Any writings or documents pertaining to an open session item provided to a majority of the members of the legislative body less than 72 hours prior to the meeting, shall be made available for public inspection at the East Palo Alto Sanitary District located at 901 Weeks Street, East Palo Alto, CA 94303.

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by law. Any such request must be made in writing to the East Palo Alto Sanitary District, 901 Weeks Street, East Palo Alto, CA 94303. Requests will be valid for the calendar year in which the request is received and must be renewed prior to January 1<sup>st</sup>.

Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the East Palo Alto Sanitary District at (650) 325-9021 at least 48 hours prior to the meeting.

**Agenda Item**      1 & 2  
**Meeting Date**    04/03/2018

**I. NATURE OF ITEM**

**Call to Order**

Called to order by \_\_\_\_\_ at \_\_\_\_\_ **p.m.**

**2. Roll Call**

**Directors Present:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Directors Absent:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Staff Present:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Guests Present:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3. NATURE OF ITEM**

Communication from the Public - Members of the public are invited to address the Board regarding agenda items and non-agenda items at the beginning of the meeting only. Persons wishing to speak on items listed on the agenda will be heard when called by the meeting chair.

Speaker # 1: \_\_\_\_\_

Speaker # 2: \_\_\_\_\_

Speaker # 3: \_\_\_\_\_

**4. Agenda Amendments**

Item# \_\_\_\_\_ moved to \_\_\_\_\_

Item# \_\_\_\_\_ moved to \_\_\_\_\_

Item# \_\_\_\_\_ tabled

Item# \_\_\_\_\_ tabled

(xx) Additional Materials Attached

Agenda Item 5  
Meeting Date 04/03/2018

I. NATURE OF ITEM

REVIEW/APPROVAL of March 21, 2018 PRCM Meeting Minutes

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

**EAST PALO ALTO SANITARY DISTRICT  
PUBLIC RELATIONS COMMITTEE MEETING MINUTES  
MARCH 21, 2018**

**1. Call to Order**

A Public Relations Committee Meeting of the East Palo Alto Sanitary District was called to order by Director Scherzer on Tuesday, March 21, 2018 at 1:15 p.m. The meeting was held at the East Palo Alto Sanitary District office located at 901 Weeks Street, East Palo Alto, California.

**2. Roll Call**

Directors Present

Goro Mitchell  
Dennis Scherzer

Staff Present

Akin Okupe, General Manager  
Henrietta Burrows, Publisher, Center for  
Community Media

**3. Communications from the Public**

There were no communications from the public.

**4. Agenda Amendments**

Director Scherzer asked that Item 6 be discussed before Item 5.

**5. Consideration/Approval** of Meeting Minutes

A) February 20, 2018 Meeting Minutes

The Committee reviewed and approved the meeting minutes of February 20, 2018.

**6. Report / Discussion** – Public Access Television

Ms. Henrietta Burrows, the Publisher of the Center for Community Media and host of the Talking with Henrietta talk show, was invited to meet the Committee ahead of the appearances of Director Scherzer and Mr. Okupe on her show, and also to become familiar with the content to be presented during their interviews.

Director Mitchell reiterated the need to clarify the District's policy with regard to the posting of District meetings to the media center for public viewing.

Mr. Okupe indicated that he will research whether or not there is a policy in effect relating to timing of the transmission of meeting tapes to the media center and report his findings to the Committee at the next meeting.

As a follow up to the previous meeting, Mr. Okupe indicated that he has communicated with Penn TV regarding entering into a contract to air meetings of the Board and would like to agendize this item for the next Board meeting.

## **7. Report / Discussion** – Brochure Draft

Mr. Okupe presented a draft brochure for review by the Committee. Topics discussed to be highlighted in the brochure included:

- Added Infrastructure
- Worked hard to design policy for technology used at regional treatment plant to save money for ratepayers
- Held rates steady
- Proactive with cleaning lines
- New cooperation with the City of East Palo Alto
- Leadership among partners at treatment plant (Palo Alto, Mountain View, Los Altos, Los Altos Hills and Stanford)
- EPASD continues to hire from within the community
- Adequate capital assets

The Committee agreed to forward the draft brochure to the Board for approval, with a recommendation for placement in the next edition.

This item will be continued at the next Committee meeting.

## **8. Report/Discussion** – Youth Engagement Education

The Committee agreed to ask for Board approval to seek a proposal from Mr. Omowale regarding the development of a curriculum geared toward junior high and high school students who may be interested in learning about the scientific methodologies relating to water treatment.

## **9. Oral & Written Communication**

There was no oral or written communication.

## **10. Future Agenda**

The next meeting will be held on April 3, 2018 at 1:00 p.m.

- Brochure
- Web page/website management
- Youth Engagement update
- Update on public access television

## **11. Adjournment**

There being no further business, the meeting adjourned at 1:50 p.m.

APPROVED:

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Board President

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Board Secretary

(xx) Additional Materials Attached

Agenda Item 6  
Meeting Date 04/03/2018

I. NATURE OF ITEM

REPORT/DISCUSSION of EPA Today Talk Show

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS



(xx) Additional Materials Attached

Agenda Item 7  
Meeting Date 04/03/2018

I. NATURE OF ITEM

REPORT/DISCUSSION: of Public Access Television

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

(xx) Additional Materials Attached

Agenda Item 8  
Meeting Date 04/03/2018

I. NATURE OF ITEM

REPORT/DISCUSSION: of Draft Brochure Content

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

**EAST PALO ALTO  
SANITARY DISTRICT**

**VISION:**

Recognized as an example of good government, public service and innovative leadership in the sanitary sewer services industry.

**MISSION:**

We provide safe, efficient and cost-effective sanitary sewer services to portions of East Palo Alto and Menlo Park.

**CORE VALUES:**

*Quality Service, Commitment, Loyalty, Leadership, Vision and Clear Direction.*

***2018 Calendar  
Board & Committee Meetings***

Regular Board Meeting	April	May	June
COMMITTEES	5th	3rd	7th
Engineering	18th	16th	20th
Finance	9th, 23rd	7th, 21st	4th, 18th
Human Resources	5th	2nd	6th
Intergovernmental Affairs & Public Infor- mation	18th	16th	20th
Public Relations	3rd	1st	5th

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District  
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Email: [info@epasd.com](mailto:info@epasd.com)



Serving the East Palo Alto and Menlo Park  
Communities Since 1939



**EPASD  
Community  
Awareness  
Brochure  
&  
Newsletter**



## DEMETER STREET PIPELINE REPLACEMENT TO PREVENT SEWER SYSTEM OVERFLOW

The most important information is included here on the inside panels. Use these panels to introduce your organization and describe specific products or services. This text should be brief and should entice the reader to want to know more about the product or service.

You can use secondary headings to organize your text to make it more scannable for the reader.

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## DISTRICT TO ENGAGE IN TECHNOLOGIES TO IMPROVE OPERATIONS

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## NEGOTIATIONS WITH THE CITY OF PALO ALTO RE: TREATMENT AGREEMENT

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## RESTRUCTURING TO FINANCE CAPITAL IMPROVEMENT PROJECTS

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## HIRING FROM THE COMMUNITY

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## DISTRICT TO KEEP SEWER RATE CONSTANT IN FISCAL YEAR 2018/19

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(xx) Additional Materials Attached

Agenda Item 9  
Meeting Date 04/03/2018

**I. NATURE OF ITEM**

**REPORT/DISCUSSION** of Moving PenTV Discussion to R.B.M. Agenda to Authorize Staff to enter into Contract for Public Access Broadcasting of Regular Board Meetings

**II. BACKGROUND**

**III. STAFF COMMENTS/ RECOMMENDATIONS**

**IV. ACTION OPTIONS**

To be determined upon discussion.

**V. COMMITTEE ACTION TAKEN**

**VI. NEXT STEPS**

(xx) Additional Materials Attached

Agenda Item 10  
Meeting Date 04/03/2018

I. NATURE OF ITEM

ORAL & WRITTEN COMMUNICATION - Brief reports may be presented by the Manager and Staff pertaining to items not listed on the Agenda; however, no discussion or action can be taken.

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

(xx) Additional Materials Attached

Agenda Item 11  
Meeting Date 04/03/2018

I. NATURE OF ITEM

FUTURE AGENDA

May 1, 2018 at 1:00 p.m. Public Relations Meeting

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

(xx) Additional Materials Attached

Agenda Item 12  
Meeting Date 04/03/2018

I. NATURE OF ITEM

ADJOURNMENT