



EAST PALO ALTO SANITARY DISTRICT

BOARD OF DIRECTORS

Joan Sykes-Miessi, President
Bethzabe Yañez, Vice President
Glenda Savage, Secretary
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Akin Okupe, M.B.A, P.E., General Manager

EAST PALO ALTO SANITARY DISTRICT PUBLIC RELATIONS COMMITTEE MEETING OCTOBER 9, 2018 1:30 P.M.

Notice is hereby given that the Public Relations Committee Meeting of the East Palo Alto Sanitary District will be held on **Tuesday October 9, 2018 at 1:30 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 September 12, 2018 PRCM Meeting Minutes

6. Report / Discussion Update on meeting videos

7. Report/Discussion of EPASD Newsletter

8. Report/Discussion Hiring a Public Relations Consultant

9. 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.

10. Future Agenda

November 6, 2018 at 1:30 p.m.

11. 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 1st.

Agenda Item 1 & 2
Meeting Date 10/09/2018

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 10/09/2018

I. NATURE OF ITEM

Review/Approval of September 12, 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
SPECIAL PUBLIC RELATIONS COMMITTEE MEETING MINUTES
SEPTEMBER 12, 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 Wednesday September 12, 2018 at 1:05 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
Marina Owens – Admin. Assistant

3. Communications from the Public

There were no communications from the public.

4. Agenda Amendments

There were no agenda amendments.

5. Review/Approval of August 1, 2018 PRCM Meeting Minutes

The Committee reviewed and approved the meeting minutes of August 1, 2018.

6. Report / Discussion Update on meeting videos

Mr. Okupe reported that a portion of the converted meeting videos have now been uploaded to the District's website for review, and that the remaining videos will be uploaded upon approval of video quality by the Committee.

A discussion ensued regarding the nonrenewal of the contract with Novatech, the previous IT consultant. Mr. Okupe stated that he will further investigate and report his findings at the next meeting.

7. Report/Discussion of EPASD Newsletter

This item will be agendized for the next meeting.

8. Report/Discussion Hiring a Public Relations Consultant

Mr. Okupe reported that Bartle & Wells has begun a rate study in preparation for an increase in capacity fees, after which a public relations consultant will be needed to facilitate public outreach prior to the June 2019 adoption of the new sewer service charge. He indicated that upon Committee approval, he will present the recommendation to hire a public relations consultant to the full Board for approval.

9. Oral & Written Communication

Mr. Okupe stated that based upon responses received from several ratepayers with regard to unpaid connection fees, it may be necessary to convert the payments into loans.

10. Future Agenda

The next meeting will be held on October 17, 2018 at 1:00 p.m.

- EPASD Newsletter
- Novatech findings
- Public relations consultant

11. Adjournment

There being no further business, the meeting adjourned at 1:21 p.m.

APPROVED:

Board President

Board Secretary

(xx) Additional Materials Attached

Agenda Item 6
Meeting Date 10/09/2018

I. **NATURE OF ITEM**

Report/Discussion: Attached is the letter from NovaTech Services, Inc dated 9/20/2017 regarding website videos. This item was requested by Director Scherzer.

II. **BACKGROUND**

III. **STAFF COMMENTS/ RECOMMENDATIONS**

Staff had a conversation with NovaTech representative Terrence Hines, he iterated that the videos should be on file server. He also emphasized that that the website manager should have additional information on how to track the videos. He will also be submitting a proposal to help us track the videos if need be.

IV. **ACTION OPTIONS**

To be determined upon discussion.

V. **COMMITTEE ACTION TAKEN**

VI. **NEXT STEPS**

(xx) **Additional Materials Attached**

Agenda Item 7
Meeting Date 10/09/2018

I. **NATURE OF ITEM**

Report/Discussion: EPASD newsletter

II. **BACKGROUND**

This newsletter is to update the public on what the District does.

III. **STAFF COMMENTS/ RECOMMENDATIONS**

This is a working progress

IV. **ACTION OPTIONS**

To be determined upon discussion.

V. **COMMITTEE ACTION TAKEN**

VI. **NEXT STEPS**

(xx) Additional Materials Attached

Agenda Item 8
Meeting Date 10/09/2018

I. NATURE OF ITEM

Report/Discussion: Hiring a Public Relations Consultant

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

This is a working progress

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

(xx) Additional Materials Attached

Agenda Item 9
Meeting Date 10/09/2018

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 10
Meeting Date 10/09/2018

I. NATURE OF ITEM

Future Agenda

November 6, 2018 at 1:30 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 11
Meeting Date 10/09/2018

I. NATURE OF ITEM

Adjournment