



EAST PALO ALTO SANITARY DISTRICT

BOARD OF DIRECTORS

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

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Akin Okupe, M.B.A, P.E., General Manager

EAST PALO ALTO SANITARY DISTRICT PUBLIC RELATIONS COMMITTEE MEETING JUNE 28, 2019 9:00 A.M.

Notice is hereby given that the Public Relations Committee Meeting of the East Palo Alto Sanitary District will be held on **Friday June 28, 2019 at 9:00 a.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 May 20, 2019 PRCM Meeting Minutes
6. **Report / Discussion** Review of Public Relation Strategy
7. **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.
8. **Future Agenda** TBD
9. **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. 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.

I. NATURE OF ITEM

1. Call to Order

Called to order by _____ at _____ p.m.

2. Roll Call

Directors Present:

Directors Absent:

Staff Present:

Guests Present:

I. NATURE OF ITEM

3. **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 6/28/2019

I. NATURE OF ITEM

Review/Approval of May 20, 2019 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
MAY 20, 2019**

1. Call to Order

A Public Relations Committee Meeting of the East Palo Alto Sanitary District was called to order by Director Scherzer on Monday May 20, 2019 at 1:30 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

3. Communications from the Public

There were no communications from the public.

4. Agenda Amendments

There were no agenda amendments.

5. Review/Approval of April 16, 2019 PRCM Meeting Minutes

The Committee reviewed and approved the meeting minutes of April 16, 2019.

6. Report / Discussion Posting of Delinquency list the on website

Mr. Okupe advised the Committee of the creation of a delinquency list that he would like to post to the District's website.

Director Mitchell expressed concern that an inadvertent posting of erroneous information could give rise to legal liability. Mr. Okupe stated that he will bring the matter before the Board for further discussion and approval.

7. Report / Discussion of Novatech Proposal

Mr. Okupe reported that the Novatech proposal has increased from \$600 to \$900 due to the inclusion of a legal review. The Committee agreed to the increased proposal.

8. Oral & Written Communication

There was no oral or written communication.

9. Future Agenda

The next meeting will be announced.

- Legal counsel advice regarding website posting
- Novatech legal review findings
- Brochure

10. Adjournment

There being no further business, the meeting adjourned at 1:35 p.m.

APPROVED:

Board President

Board Secretary

I. **NATURE OF ITEM**

Report / Discussion Review of Public Relation Strategy

II. **BACKGROUND**

The Components of Public Relations

- Counseling
- Research
- Media Relations
- Publicity
- Employee/Member Relations
- Community Relations
- Public Affairs
- Government Affairs
- Issues Management
- Financial Relations
- Industry Relations
- Development
- Multicultural Relations
- Special Events
- Marketing Communications

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 6/28/2019

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 8
Meeting Date 6/28/2019

I. NATURE OF ITEM

Future Agenda

Public Relations Meeting – TBD

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 9
Meeting Date 6/28/2019

I. NATURE OF ITEM

Adjournment