

**EAST PALO ALTO SANITARY DISTRICT
PUBLIC RELATIONS COMMITTEE MEETING MINUTES
JULY 12, 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 Friday July 12, 2019 at 10:30 a.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 May 20, 2019 PRCM Meeting Minutes

The Committee reviewed and approved the meeting minutes of May 20, 2019.

6. Report / Discussion Review of Public Relation Strategy

Mr. Okupe offered several public relations strategies for discussion, including outreach through the use of brochures, media and community relations, special events, marketing communications, government affairs and also the District's website.

Mr. Okupe advised that he will meet with the city managers of East Palo Alto and Menlo Park to discuss the need to be notified upon the issuance of building permits for properties that fall within the District's jurisdiction. Director Mitchell suggested the need for a Memorandum of Understanding. Mr. Okupe stated that he will provide an update on discussions at the next meeting.

7. Oral & Written Communication

There was no oral or written communication.

8. Future Agenda

The next meeting will be held on August 9, 2019 at 10:30 a.m.

- Novatech findings
- Legal counsel regarding website postings
- Update re meetings with strategy partners

9. Adjournment

There being no further business, the meeting adjourned at 10:48 a.m.

APPROVED:

Board President

Board Secretary