



## **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

901 Weeks Street  
East Palo Alto, CA 94303  
Phone: (650) 325-9021  
Fax: (650) 325-5173  
[www.epasd.com](http://www.epasd.com)

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

### **EAST PALO ALTO SANITARY DISTRICT PUBLIC RELATIONS COMMITTEE MEETING SEPTEMBER 12, 2019 10:30 A.M.**

Notice is hereby given that the Public Relations Committee Meeting of the East Palo Alto Sanitary District will be held on **Thursday September 12, 2019 at 10:30 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 July 12, 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 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.

**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 9/12/2019

I. NATURE OF ITEM

Review/Approval of July 12, 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  
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

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 9/12/2019

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 9/12/2019

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 9/12/2019

I. NATURE OF ITEM

Adjournment