

Minutes
Community Outreach Committee Meeting

May 12, 2020

1. Call to Order:

The May 12, 2020 meeting was called to order at 6:36 p.m. by Director Cortez. In attendance via Zoom teleconference were:

- Committee members: Director Cortez and Director Zefferman
- Staff: Keith Van Der Maaten and Paula Riso
- Public members: None

2. Public Comments on Any Item Not on the Agenda:

There was no public comment.

3. Approve the Draft Minutes of the February 11, 2020 Meeting:

Director Cortez made a motion to approve the minutes of February 11, 2020. Director Zefferman seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

4. Discuss District Outreach Strategy Concerning COVID-19:

Director Zefferman stated he requested that this Committee discuss this item after it was raised at the recent Board meeting. He asked what outreach to customers the District has done with regards to COVID-19 and the safety of the drinking water. Mr. Van Der Maaten answered that the District sent an eblast to customers. Ms. Riso said that the District has posted the information on the District website, Facebook, Twitter, and Instagram. Discussion on how the District is handling late payments and customers that can't pay their bills. It was suggested that in the Fall, a message be included on the bill asking customers to call the District if they have any concerns with regards to Covid-19 and staff keep track of how many calls they get on it.

5. Discuss District Strategy Concerning Upcoming Election:

Director Zefferman asked if, in past elections, the District has ever notified customers of upcoming elections. He stated that he felt the District should not get involved in the politics. Mr. Van Der Maaten answered that they have never notified customers of elections and agreed that the District should continue its administration of the District and stay out of the political arena. Director Zefferman said he would answer the question if it came up again on the dais.

6. Update on the Board Procedures Manual:

The Committee agreed to postpone this item until June.

7. Update on Water Conservation Commission:

Mr. Van Der Maaten gave a brief update. Director Zefferman stated that he and staff had discussed this Commission several months ago and how passionate the Commission members were about conservation. He said there was discussion on focusing on their passion and moving them into more of an outreach group.

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Mr. Van Der Maaten suggested making a change to the Commission to serve as Ambassadors for the District and having them do more conservation outreach. The Committee suggested bringing it before the Board for discussion on redirecting the Commission.

8. Identify Agenda Items for the Next Committee Meeting:

Items 4 and 6 will be discussed and updated. Director Zefferman asked for an update on the Fall message for the billing. The next meeting is scheduled for June 9th.

9. Committee Member Comments:

Director Zefferman and Director Cortez wished Mr. Van Der Maaten well on his paternity leave.

10. Adjournment:

Meeting adjourned at 7:20 p.m.