



MEMORANDUM TO: Board of Directors
FROM: Solid Waste Staff
SUBJECT: January 25, 2011 Public Relations Committee Meeting Minutes
DATE: January 27, 2011

On Tuesday, January 25, 2011 at 11:00 a.m. CVSD Directors Harry Francis and Ralph Johnson met as the Public Relations Committee. Solid Waste Coordinator (SWC) Naomi Lue (arrived at 11:30 a.m.) and Solid Waste Specialist (SWS) Michelle Jeffery (exited at 11:30 a.m.) were also in attendance for portions of the meeting.

1. ***[Call to Order]***

The meeting was called to order by Chair Francis at 11:00 a.m.

2. ***[Items from the Public]***

No members of the public were in attendance.

3. ***[Winter 2011 Pipeline Layout review]***

The Committee reviewed the draft layout, including a revised draft of the "Secrets from the Sewer Line" article. After some discussion the Committee gave the following direction to staff:

- Move the cover photo caption from the back cover to the front cover to give some clarity to the wastewater treatment plant photo.
- Add text to the "Secrets of the Sewer Line Article" to make it clear that CVSan is responsible for the public sewer system, not private lateral lines.
- Regarding the same article, add a photo of the rod to which the photographed tools are attached.
- Show an end point to the Phase III construction on the Streetscape Project map (blue line should not extend off map past Heyer Ave.)

Chair Francis asked Member Johnson for his thoughts on the General Manager's Message. Member Johnson stated that he thought it was a good article. SWS Jeffery noted that three staff members were not in the photo; two due to absences and one declined to be photographed for a publicly-distributed publication. The Committee understood that it would be difficult to get all staff together for a photo. Chair Francis wished the Recycled Art Calendars were more visible in the photo.

Chair Francis commented that he liked the photo of Dave Knudsen to promote the 4R Business, 4R Planet program. SWS Jeffery asked if the caption was easy enough to read. The Committee agreed that it was clear and easy to read despite the fact that it was white text over a photograph.

Chair Francis inquired as to the level of participation from dentists. SWS Jeffery stated that she understood the response and participation from dentists to be very good, but that it may not be 100%. Chair Francis felt the article had a slightly negative tone, eluding to the fact that not all dentists have participated. Member Johnson and SWS Jeffery disagreed, and said they both felt the opposite when they read the article. Chair Francis appreciated the clarification and stated that he felt the key message to the article was in the last line of the article.

SWS Jeffery noted that a wastewater photo was used on the cover to reinforce CVSan's wastewater outreach efforts. She added that CVSan may choose to use wastewater-themed photos throughout 2011. The Committee thought it was a great idea, and Member Johnson stated that Oro Loma Sanitary District (OLSD) has excellent, professional photographs of the wastewater treatment plant which we may be able to use. SWS Jeffery thanked him for the suggestion and agreed to contact OLSD.

SWS Jeffery pointed out the fact that the Pipeline had not yet been updated to reflect new branding elements such as the new logo, tagline, and fonts. She stated that the Spring 2011 Pipeline would most likely reflect these changes, and there may be an added PR Committee meeting to review changes before then. The Committee liked the idea of including the CAC in the review process. SWS Jeffery agreed with the idea, but noted that staff would have to look at their Work Plan as it is already heavy with topics for the beginning of the year.

Chair Francis stated that staff was doing a good job on the Pipeline newsletter, and to keep up the good work. Member Johnson concurred.

4. ***[Social Media Policy & Procedure review]***

SWC Lue presented a draft "Social Media Guidelines" Policy Number 2271 for the Committee's review and comments. She stated that such a policy was recommended by member agencies of the California Association of Public Information Officers who had been implementing social media during the past couple of years without a policy, and had faced very challenging situations.

Chair Francis asked who the policy applied to, and SWC Lue pointed to Section 2271.2, which states that the policy applies to employees, elected officials, contractors, volunteers, and any others participating in social media on behalf of the District as part of their duties.

After review of the whole policy, Chair Francis inquired about photos of CVSan personnel who wear shirts, vests, etc. with the District seal or logo and are photographed in social settings. SWC Lue stated that she would follow-up on Chair Francis' question with Manager Williams.

Member Johnson noted that articles and postings on social media and websites are

a very effective method of communicating to the community at large. The Committee discussed the State of the District meeting scheduled for April 2011, and it was noted that this was one method of public outreach.

The Committee stated that they were pleased with the policy and SWC Lue noted that it would be presented to the Board along with the other policies and procedures in the near future.

5. ***[Miscellaneous Comments from Staff and Committee Members]***

- a. Chair Francis mentioned that he plans to attend the February 2, 2011 WM Earth Care seminar and that it looked like a great learning opportunity for Board and staff. Ralph stated that he would not be able to attend due to a scheduling conflict. SWS Jeffery stated that several staff plan to attend.
- b. Chair Francis stated that he would be attending the January 26, 2011 Alameda County Waste Management Authority Board meeting as he is the alternate for Dennis Waespi. He stated that Manager Williams agreed to see if SWS Jeffery was available to attend with Chair Francis. SWS Jeffery stated that she was available to attend and would check with Manager Williams for details.
- c. Member Johnson stated that a private citizen in San Lorenzo was in communication with a grand jury regarding dissolving the Alameda County Waste Management Authority.
- d. Chair Francis pointed out an error on the Friday memo which stated that Member McGowan and Member Johnson were to attend a Budget and Long Range Planning Meeting on January 24th. He noted that he is now on the committee and that Member Johnson is no longer. SWC Lue stated that she would pass along the information to staff as a reminder.

6. ***[Adjournment of Meeting]***

There being no further items Chair Francis adjourned the meeting at 12:10 p.m.