

2009-11-06-Communications Committee Minutes

Meeting Date: November 6, 2009

Subject: Communications Committee Minutes

Attendees: Jack Strayer – Director
Seth Lenaert – RARE program
Donna Elsasser – Member
Kerry Richards – Member
Raylene Erickson – Member

Jack noted that the committee should not be discouraged because the suggestions to the DLWID board was not adopted [RE the Listserve contractor and the speaker from DHS on cyano bacteria]. The committee needs to flesh out its ideas particularly, how the communication parts work together.

The committee stated that its goal was to raise the awareness within the District for the Board's projects, while providing links to further information, for voters, taxpayers, and interested parties.

ANNUAL PLANNING: 2010 Communications Plan

The Committee agreed that the 2010 Communication Plan would support the DLWID plans for the year and could logically be part of the annual planning workshop. Strayer said that he will ask Mitchell More to provide some brief pro forma examples and additional information for sections "2010 Clear Waters Schedule" and "2010 Campaigns (tentative)". This information will help the Board and lake manager more clearly understand what is recommended. Some of the additional information may include:

- 2010 Timeline Chart
- 2010 Campaign Descriptions
- "On the spot" Campaigns
- Campaign Tracking, and
- Monthly Communication Report.

MONTHLY COMMUNICATIONS

While the annual Communication Plan would be great in steering the annual plan to accomplish its projects, there was also a need to help the voters, taxpayers and interested parties, keep track of upcoming projects, programs, and developments that occur during the year. The committee wanted to start with a water bill flier that will ask interest parties to sign up for a DLWID data base run by a Listserve Contractor. Also a Oregon Coast Today special "DLWID Edition" to reach more people and be sent on a special mailing. It would also be helpful to improve the effectiveness and focus of the monthly meeting.

Water Bill Flier

The water bill flier would allow the district to communicate to everyone in the district and some out of the district. The recommendation was to provide a flier for insertion in the water bill to ask people to sign up for the District's listserv contractor. The committee recognized that this idea needed more staff work. Seth was asked to find out what the water district's requirements would be. Raylene contacted OCT

about doing a flier for the water bill insert. Kerry was asked to develop sample information to put on the flier.

Listserve contractor

Seth did an outstanding job presenting alternatives to the board and the district should be able to select from the alternatives when the program is meshed together. The listserve can be used to highlight a discussion of key issues, programs, project or other issues of interest about the lake, with links to more information.

Oregon Coast Today [OCT] – DLWID Edition

The committee agreed that the Oregon Coast Today special DLWID edition was a great idea. To move this to the level required for the board to make a decision – more staff work was needed. Raylene was asked to further contact OCT and find out details involved in issuing a DLWID Edition. Also drafting some possible topics for the edition would be helpful if time permits.

Restructure the Monthly DLWID Meeting

The monthly DLWID Board Meeting should be formatted putting the decision items at the top of the agenda to make time for a guest speaker to discuss critical issues. The committee recognized that much information is presented at the monthly meeting – especially when outside experts are available for questions and answers. If the meeting focused on the decisions and motions required by the board – then room could be made for guest speakers within the two hour meeting time. As a side issue the manager's report should be written in more a newspaper style [covering much of the information in the first sentence or two]. It was also noted that in the Listserve or Monthly Meeting, most people would be interested in a straw vote from the directors reflecting their support [or not] on the issues presented. It was also suggested that people that were unable to attend the meeting could send their comments to the District and be read into the record at the meeting [as is the policy of other districts and government bodies].

CURRENT DLWID ISSUES THAT COULD BE COMMUNICATED

There are a number of current issues that people may like to know more about. These issues could be highlighted in the Listserve or used as the basis for asking people to appear at the DLWID Monthly Meeting. [samples only, not in order of priority]

- Tetra-tech contract
- Aquatic Vegetation activities
- Volunteers for lake projects
- Thompson Creek Research
- Cyano-Bacteria standards
- Golf Course water rights
- Septic Tank Revitalization
- Solar Bee Performance
- DLWID workshops