

Julie Kennedy, President
Lisa Palmer, Vice President
Tom Fayram, Director
Greg Parks, Director
Nina Stormo, Director



**LOS OLIVOS COMMUNITY SERVICES DISTRICT
PROJECT MANAGEMENT SUBCOMMITTEE MEETING**

Posted: 9-1-2024

September 4, 2024 – 10:30 AM

**Fess Parker's Wine County Inn – Library
2860 Grand Avenue, Los Olivos CA 93441**

Please observe decorum and instructions from the Subcommittee Chair

Subcommittee Members: Vice President Palmer (Chair), Director Stormo, and General Manager Guy Savage

This meeting will be held both in-person and electronically via Zoom Meetings. In-person the meeting will be held at the following location shown above.

The public will also be able to hear and participate electronically via Zoom by using the following links:

Zoom: <https://us06web.zoom.us/j/81937722522?pwd=SWpSU0RYZFljZTBkNGphZG41TGs4dz09>
By Phone: +1 669 900 6833 US (San Jose) Meeting ID: 819 3772 2522 Passcode: 914085
One tap mobile: +14086380968,,81937722522#,,,,*914085# US (San Jose)

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MEETING AGENDA

1. CALL TO ORDER

Vice President (Chair) Palmer called the meeting to order at: 10:35 AM

GM Savage notes that due to the on-going construction / roof replacement at St. Mark's, overlap with a County of Santa Barbara meeting at the Grange Hall, and anticipated high temperatures, the meeting was relocated to Fess Parker's Wine County Inn (Library Room). He thanks Fess Parker's for providing the room, free of charge.

2. ROLL CALL

Attending: Chair Palmer, Director Stormo, General Manager Savage

Absent: None

3. PUBLIC COMMENTS

Members of the public may address the Board of Directors on any items of interest within the subject matter and jurisdiction of the Board but not on the agenda today (Gov. Code - 54954.3). The public may also request future agenda topics at this time. Speakers are limited to a maximum of 3 minutes. Due to the requirements of the Ralph M. Brown Act, the Board of Directors cannot take action today on any matter not on the agenda, but a matter raised during Public Comments can be referred to District staff for discussion and possible action at a future meeting.

Vice President Palmer opens the floor to public comment.

No requests to speak.

ADMINISTRATIVE ITEMS:

All matters listed hereunder constitute an administrative / consent agenda and will be acted upon by a single vote of the Board. Matters listed on the Consent Agenda will be read only on the request of a member of the Subcommittee,

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in which event the matter may be removed from the Consent Agenda and considered as a separate item. Public may comment on any of the items prior to the vote being taken by the Subcommittee.

4. CONSENT AGENDA

A. MINUTES APPROVAL

Approval of the minutes from July 31, 2024.

Chair Palmer opens the floor to public comment.

No requests to speak.

Motion to approve minutes from July 31, 2024.

Motion by: Director Stormo, Second: Chair Palmer.

Voice vote: 3-0

BUSINESS ITEMS:

All matters listed hereunder will be acted upon separately and public comment will be held for each item. As a Subcommittee of the full Board of Directors, Business Items may include one or more recommendations for further discussion or action at a full Board of Directors meeting.

5. CONSIDERATION OF UPCOMING ACTIVITIES AND SCHEDULE

The full Board of Directors has reviewed a GM generated schedule of key upcoming activities and meetings at its last few meetings. The Subcommittee will review the most recent schedule, with the intent of potentially making recommendations to the full Board of Directors at its Regular meeting.

Out of consideration of Ms. Cantella's time, this item was heard after item 6.

GM Savage introduces the item. He displays a spreadsheet with months, quarters, years, meeting dates, and known (regular) activities happening in the coming months. The subcommittee discusses the plan, grant availability, financing, key inputs and timelines, and consultant engagements necessary for the plan.

Chair Palmer opens the floor to public comment.

Kathryn Rohrer speaks.

The subcommittee further discusses the project plan with GM Savage describing his desire to get meaningful input from the full Board. He will put together a full plan based on a 2026Q2 timeline.

6. DISCUSSION RELATED TO SOCIAL MEDIA STRATEGIC PLAN

The GM engaged Valerie Cantella Consulting, LLC (VCC) to help create a Strategic Plan regarding the use and management of social media and social media tools. VCC is in the process of drafting a strategic plan for the District's use. VCC will be on hand to hear subcommittees and public commentary on social media use and is prepared to make changes to the strategic plan document as necessary. The subcommittee may decide to make a recommendation to the full Board of Directors regarding social media.

This item was heard prior to item 5.

GM Savage introduces the item and Valerie Cantella from Valerie Cantella Consulting. He adds that he sought several proposals and that of those that responded Ms. Cantella's was the most compelling one he read. GM Savage then adds that as the amount was within his spending limit and in an attempt to keep things moving he engaged Ms. Cantella after last month's meeting. He closes his comments by saying that he has been working with Ms. Cantella since last month on the current draft, which he deems over 90% complete but that still needs input from the subcommittee and full Board before it can be 100% complete.

Ms. Cantella walks the subcommittee through her draft Social Media Strategic Plan.

Chair Palmer opens the floor to public comment.

No requests to speak.

Director Stormo comments that she believes demographics have changed a little since 2022. She thinks Instagram and LinkedIn may be important considerations. VP Palmer asks about who would do the engagement. GM Savage points to page 5 which talks about consultant, staff, or Board. VP Palmer. The Subcommittee then discusses a change

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to the document to include Instagram. Ms. Cantella responds saying she can add it to the draft. She comments on how the Meta platform works and will add Instagram to the mix and include the additional hours for use of the platforms. Ms. Cantella asks whether LinkedIn should also be included. VP Palmer asks her to include it in the document.

GM Savage asks about how to present to the full Board. VP Palmer suggests that a presentation, in addition to the document, would be best. GM Savage agrees to bring a draft social media policy along with the strategic plan.

7. DISCUSSION REGARDING Q3 2024 COMMUNITY AND LAFCO UPDATE

The District produces community updates, which are also used to update the Local Area Formation Commission (LAFCO) of Santa Barbara County, on a roughly quarterly basis. The Subcommittee will discuss potential content for the upcoming update. The GM is considering including an overview of the recent Collections Workshop, August LAFCO update presentation, November election of 2 Board of Directors members, and timelines (as appropriate) discussed in item 5 of this agenda.

GM Savage introduces the item.

VP Palmer suggests including notes related to obtaining grant funding and the upcoming Solvang partnership discussion.

Chair Palmer opens the floor to public comment.

No requests to speak.

GM Savage asks if the others would like to see the update before it goes out. The subcommittee would like to see it before it gets sent out.

INFORMATIONAL ITEMS:

All matters listed hereunder are informational only, no action will be taken, and public comment not received.

8. SUBCOMMITTEE MEMBER COMMENTS

Subcommittee members will give reports on any meetings that they attended on behalf of the Subcommittee and/or choose to comment on various Subcommittee activities. Subcommittee member requests for future agenda items may also be made at this time.

GM Savage – Asks when the subcommittee would like to meet again. A brief discussion follows, with a general consensus sometime around the week of September 23.

Director Stormo – None

Chair Palmer – None

9. ADJOURNMENT

Motion to adjourn at: 11:39 AM

Motion by: Director Stormo, Second: Chair Palmer

Voice vote: 3-0

Respectfully submitted:



Guy W. Savage

General Manager – Los Olivos Community Services District

Approved:

Vice President (Chair) Lisa Palmer