



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT

SDLF Platinum-Level of Governance



PLATINUM LEVEL

President – Bill Pease • Vice-President – Bryon Gutow • Director – Robert Leete • Director – Bill Mayer • Director Ashely Porter

**NOTICE OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
Wednesday, November 4, 2020
3:30 P.M. – 4:30 P.M.**

**NOTICE
Coronavirus COVID-19**

In accordance with the Governor’s Executive Order N-33-20, and for the period in which the Order remains in effect, the Town of Discovery Bay Community Services District Board Chambers will be closed to the public.

To accommodate the public during this period of time that the Board’s Chambers are closed to the public, the Town of Discovery Bay Community Services District Board of Directors has arranged for members of the public to observe and address the meeting telephonically.

TO ATTEND BY TELECONFERENCE:
Toll-Free Dial-In Number: (866)848-2216
CONFERENCE CODE: 5193676302
To view the Agenda and Presentation Materials go to
Agenda Packet and Materials at: www.todb.ca.gov/

Communications Committee Board Members
Chair Bill Pease
Vice-Chair Bryon Gutow

A. ROLL CALL

- 1. Call business meeting to order 3:30 p.m.
- 2. Roll Call.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

During Public Comments, the public may address the Committee on any issue within the District’s jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time the item is before the Committee for consideration. Any person wishing to speak will have 3 minutes to make their comment. There will be no dialog between the Committee and the commenter as the law strictly limits the ability of Committee members to discuss matters not on the agenda. We ask that you refrain from personal attacks during comment, and that you address all comments to the Committee only. Any clarifying questions from the Committee must go through the Chair. Comments from the public do not necessarily reflect the viewpoint of the Committee members.

C. DRAFT MINUTES TO BE APPROVED

- 1. Approve DRAFT minutes of September 2, 2020 Standing Communications Committee meeting.

D. DISCUSSION ITEMS

- 1. Discuss Cancellation of the January 6, 2021 Communications Committee Meeting.
- 2. Discuss Communicating Town Office and Community Center Holiday Closures to the Public.
- 3. Discuss Update on Facebook Page.
- 4. Discuss Website Usage Report.

E. FUTURE DISCUSSION/AGENDA ITEMS**F. ADJOURNMENT**

1. Adjourn to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

"This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting."

"Materials related to an item on the Agenda submitted to the Town of Discovery Bay after distribution of the agenda packet are available for public inspection in the District Office located at 1800 Willow Lake Road during normal business hours."



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PLATINUM LEVEL

President – Bill Pease • Vice-President – Bryon Gutow • Director – Kevin Graves • Director – Robert Leete • Director – Bill Mayer

**MINUTES OF THE REGULAR MEETING
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OF THE TOWN OF DISCOVERY BAY
Wednesday, September 2, 2020
3:30 P.M. – 4:30 P.M.**

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Communications Committee Board Members

*Chair Bill Pease
Vice-Chair Bryon Gutow*

A. ROLL CALL

1. Call business meeting to order 3:30 p.m. by Chair Bill Pease.
2. Roll Call – All Present.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

None.

C. DRAFT MINUTES TO BE APPROVED

1. Approve DRAFT minutes of July 1, 2020 Standing Communications Committee meeting.

D. DISCUSSION ITEMS

1. Discussion Regarding Monitoring Well Project Delay Communications.

Assistant General Manager Dina Breitstein discussed a delay in the Monitoring Well Project. The project was scheduled to start last weekend, however the construction truck had mechanical issues. A new notice was sent to the affected community members notifying them of the delay. The Town's website was updated with this information. The construction has now started.

Chair Pease asked if anyone in the community has called with inquiries about the notice we sent out.

Assistant General Manager Dina Breitstein responded that we have not received any calls regarding this notice.

Vice-Chair Gutow mentioned he lives in the affected area and his neighbors have approached him with questions, however he has not heard any disruptions coming from the jobsite.

2. Discussion Regarding Town Website Update.

Administrative Assistant Yesenia Monarrez updated the committee with the Town's analytic data. Documentation was provided which show the most frequented webpages and the average length of viewing time. Some webpages are temporary trends, such as News and Employment pages. These pages become an interest when there is new information available to the public. Comparison was done to analyze the last 90 days and the Year to Date numbers. Majority of topics remain consistently popular. Public was encouraged to continue checking todb.ca.com periodically for updates and the latest news affecting the community.

Vice-Chair Gutow asked if the mobile site can be modified to include more information that is available to only desktop users.

Administrative Assistant Yesenia Monarrez stated this has been mentioned to the website vendor and it is currently in the works.

E. FUTURE DISCUSSION/AGENDA ITEMS

Chair Pease requested more utilization of the Town's Electronic Sign.

F. ADJOURNMENT

1. Adjourn to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

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Town of Discovery Bay

"A Community Services District"

STAFF REPORT

Meeting Date

November 4, 2020

Prepared By: Michael Davies, General Manager
Submitted By: Michael Davies, General Manager

Agenda Title:

Discuss Cancellation of January 6, 2021 Communications Committee Meeting.

Recommended Action

Cancel the January 6, 2021 Communications Committee Meeting.

Executive Summary

Each year the Town of Discovery Bay offices are closed for the Holiday Season. This year the closure is Thursday, December 24, 2020 through January 3, 2021. The next scheduled Communications Committee Meeting is three days later on January 6, 2021. Staff normally prepares, finalizes, and posts the Committee Meeting Agenda on the Friday before the meeting. Staff will not have returned to work in time to prepare and post the Agenda 72 hours prior to the Meeting.

Refer to chart below for dates Town offices are open and closed.

DECEMBER 2020 / JANUARY 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	21 OPEN	22 OPEN	23 OPEN	24 CLOSED	25 CLOSED	26 CLOSED
27 CLOSED	28 CLOSED	29 CLOSED	30 CLOSED	31 CLOSED	1 CLOSED	2 CLOSED
3 CLOSED	4 OPEN	5 OPEN	6 COMIT-MTNG	7 OPEN	8 OPEN	

Staff Recommendation is to CANCEL the January 6, 2021 Committee Meeting.

A Special Communications Committee Meeting can be arranged for January 20, 2021 or another time convenient to the Committee.

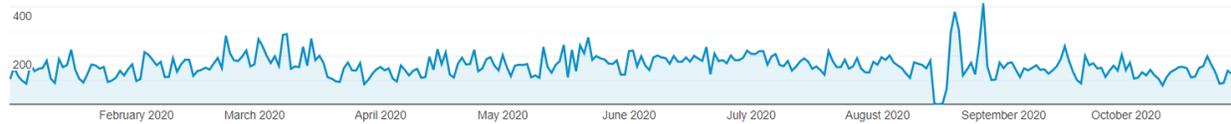
Previous Relevant Board Actions for This Item

Attachments

None

AGENDA ITEM: D-1

Year To Date Visits to todb.ca.gov by Week



What is being accessed? (August 1, 2020- October 31, 2020)

The Town of Discovery Bay - 4,123

Calendar - 3,406

About Discovery Bay - 3,139

Water Services - 1,381

Board of Directors - 1,183

Welcome to Xpress Bill Pay - 889

Agendas & Minutes - 810

District Services - 714

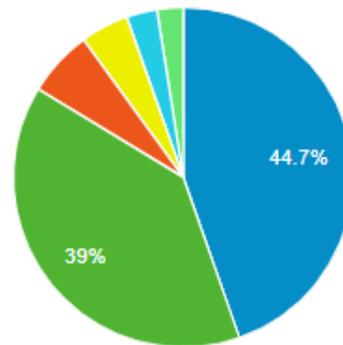
Living Here - 689

Homeowner Associations - 673

What browser is being used to access todb.ca.gov?

Safari- 44.7%
 Chrome- 39%
 Internet Explorer- 6.3%
 Microsoft Edge- 4.6%
 Firefox- 2.9%
 Other- 2.5%

■ Safari ■ Chrome ■ Internet Explorer
 ■ Edge ■ Firefox ■ Other



How is todb.ca.gov being accessed?

Typing todb.ca.gov directly on address bar.	Direct	4,181	<div style="width: 41.81%;"></div>
Using a search engine, i.e. Google, Yahoo.	Organic Search	2,522	<div style="width: 25.22%;"></div>
Directed to todb.ca.gov from another website.	Referral	132	<div style="width: 1.32%;"></div>
Town emails from TODBAdmin@todb.ca.gov	Email	63	<div style="width: 0.63%;"></div>
Facebook or other social media.	Social	5	<div style="width: 0.05%;"></div>