



# TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT



President – Robert Leete • Vice-President – Kevin Graves • Director – Bill Mayer • Director – Bill Pease • Director – Chris Steele

**NOTICE OF THE SPECIAL MEETING  
OF THE COMMUNICATIONS COMMITTEE  
OF THE TOWN OF DISCOVERY BAY  
TUESDAY MARCH 28, 2017  
STANDING COMMUNICATIONS COMMITTEE SPECIAL MEETING 12:45 P.M.  
Community Center  
1601 Discovery Bay Boulevard, Discovery Bay, California  
Website address: [www.todb.ca.gov](http://www.todb.ca.gov)**

**Communications Committee Members**

*Chair Chris Steele  
Vice-Chair Bill Mayer*

**A. ROLL CALL**

1. Call business meeting to order 12:45 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 Committee's jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time that item is before the Committee for consideration. Any person wishing to speak must come up to the designated location. There will be no dialog between the Committee and the commenter. Clarifying questions must go through the Committee.

**C. APPROVED MINUTES**

1. February 22, 2017 Standing Communications Committee Meeting Minutes

**D. DISCUSSION ITEMS**

1. Discussion regarding the Webinar with Digital Deployment related to an E-Blast System and a detailed analytic report.
2. Discussion regarding a Community Survey related to methods of communicating to the residents.
3. Permanent Message Board for the Town of Discovery Bay.

**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.

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"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."



# TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT



President – Robert Leete • Vice-President – Kevin Graves • Director – Bill Mayer • Director – Bill Pease • Director – Chris Steele

**MINUTES OF THE REGULAR MEETING  
OF THE COMMUNICATIONS COMMITTEE  
OF THE TOWN OF DISCOVERY BAY  
WEDNESDAY FEBRUARY 22, 2017  
STANDING COMMUNICATIONS COMMITTEE REGULAR MEETING 2:00 P.M.  
Community Center  
1601 Discovery Bay Boulevard, Discovery Bay, California  
Website address: [www.todb.ca.gov](http://www.todb.ca.gov)**

**Communications Standing Committee Board Members**

*Chair Chris Steele  
Vice-Chair Bill Mayer*

**A. ROLL CALL AND PLEDGE OF ALLEGIANCE**

1. Call business meeting to order 2:01 p.m. – By General Manager Davies
2. Roll Call – All Present

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

None

**C. APPROVED MINUTES**

None

**D. DISCUSSION ITEMS**

1. Establish Bylaws for the Communications Standing Committee
  - Communications Standing Committee Bylaws established
2. Establish Communications Standing Committee Chair
  - Communications Standing Committee Chair and Vice-Chair established – Chair Steele and Vice-Chair Mayer
3. Discuss Committee Calendar and set Communications Standing Committee meeting dates
  - Communications Standing Committee meeting scheduled monthly for the first 3 months on the first Wednesday of the month beginning at 5:30 p.m. (this meeting of February 22, 2017 being the first meeting there after only 2 months then to quarterly schedule)
  - After the 2 months meetings will be quarterly the first Wednesday beginning at 5:30 p.m.
4. Permanent Message Board for the Town of Discovery Bay  
There were handouts provided and discussion regarding the message board and the research done:
  - Discounts are offered for multiple boards ordered
  - The budget is water and wastewater or donations
  - Where should the message board be placed
  - Possible types desired would be double-sided board with wireless capabilities
5. Discussion regarding an E Blast system within our Website to send information relating to board meetings and other information to those interested  
There were handouts provided and discussion regarding the E Blast system within our Website related to the number of subscribers within our contract, the protective language, and the location on the website for the E-Blast and/or Push notification.

E-Blast will be used for current and breaking events or newsletters. There is also a need for a

Communications Policy. Other items discussed and follow up with Digital Deployment:

- Setup a webinar with Digital Deployment - what are the capabilities of the website
- Analytics – Google Analytics - track and analyze valuable data about how your audience is engaging with your website (high tracking of a page be placed in permanent location on the homepage)
- Relocating major items – immediately on the homepage
- Standby on the release of E-Blast
- Creating boilerplate language and a policy

**E. FUTURE DISCUSSION/AGENDA ITEMS**

1. Setup a webinar with Digital Deployment - what are the capabilities of the website
  - What would an E-Blast look like – Examples from Digital Deployment
  - What is available for a detailed analytic report from Digital Deployment
  - Relocating major items – immediately on the homepage
  - Creating boilerplate language and a policy
  - Community Survey – what do the resident want to hear about - (how do residents want to be communicated to - 3-4 choices)

Discussion regarding the Ad from Odyssey of the Minds and the use of advertising for recreation – Activity Guide, Lifeguards, Community Gardens

**F. ADJOURNMENT**

1. The meeting adjourned at 3:00 p.m. to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

//cmc – 02-27-17

<http://www.todb.ca.gov/agendas-minutes>