



# 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 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. by Chair Steele
2. Roll Call – All present

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

None

**C. APPROVED MINUTES**

1. February 22, 2017 Standing Communications Committee Meeting Minutes - Approved

**D. DISCUSSION ITEMS**

1. Discussion regarding the Webinar with Digital Deployment related to an E-Blast System and a detailed analytic report.

There was discussion regarding the webinar related to the Email Blast system along with the Analytical Report.

Suggestion is to provide to the board at a regular meeting the following: 1) Subscribing for email updates (has been added to the website) find ways to get the subscribing information to the residents; 2) Obtain Analytical Report from Digital Deployment; 3) Have the Town website ready to view on the Surface Pro for the board meeting; 4) Discussion with the Press regarding the Town of Discovery Bay current updates along with the up and coming Email Blast; 5) Obtain the slides from the webinar; 6) Modify mobile device according to the analytic report; 7) Changes to the homepage according to the seasons; 8) Merge the contacts with "Easy Facility"; 9) Add insert related to "Subscribing for Email Updates" within the water bills mailed to our customers.

2. Discussion regarding a Community Survey related to methods of communicating to the residents.

There was discussion regarding the Community Survey; staff will refine what needs to be included in the survey and bring back to the Committee.

3. Permanent Message Board for the Town of Discovery Bay.

There was discussion regarding the handout for outdoor advertising from the County related to the message board and the requirements; Land Use permit along with a Board of Adjustments Illumination Agreement, both have fees and are required by the county. Suggestion from the County is to use the Community Center as a sign location because that land is owned by the Town.

The discussion continued regarding the location of the message board along with the Monument Sign at the corner of Discovery Bay Boulevard and Willow Lake Road.

The recommendation from the Communications Committee is to move forward with the message board with the options of two-sided, possibly have color, and ask for donations. A policy should be set in place by our Legal Counsel prior to donations along with the use of the message board from other entities and the content that is desired. The plan is for Office Assistant Rajala to continue the research consisting of the cost, the variables of each site, permits and approvals and bring to the Communications Committee for review, then provide a recommendation to present to the Board to move forward with a message board.

The desired locations for the signs; three signs – first choice would be the Community Center, second choice by the Well Yard, and third choice would be the corner of Discovery Bay Boulevard and Willow Lake Road.

**E. FUTURE DISCUSSION/AGENDA ITEMS**

- Update – Service Club Signage – Plaque sign
- Digital Deployment website training

**F. ADJOURNMENT**

1. The meeting adjourned at 1:25 p.m. to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

//cmc – 03-30-17

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