



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT

SDLF Gold-Level of Governance



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

**MINUTES OF THE SPECIAL MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
Wednesday, May 1, 2019
STANDING COMMUNICATIONS COMMITTEE SPECIAL MEETING
3:30 P.M. – 4:30 P.M.
Community Center
1601 Discovery Bay Boulevard, Discovery Bay, California
Website address: www.todb.ca.gov**

Communications Committee Board Members

*Chair Bill Pease
Vice-Chair Bryon Gutow*

A. ROLL CALL

1. Call business meeting to order 3:27 p.m. – By Chair 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. February 6, 2019 Communications Committee DRAFT meeting minutes – Approved.

D. DISCUSSION ITEMS

1. Approve Revised Bylaws.

General Manager Davies – Provided the details regarding the revised Bylaws and aligning the committee meetings with the 1st Board meeting of the month (odd numbered months).

Motion by: Vice-Chair Gutow to approve the Revised Bylaws.

Second by: Chair Pease.

Vote: Motion Carries – unanimous vote of the members of the Communications Committee.

2. Discussion Regarding an Update on the Message Board.

General Manager Davies – Provided a background regarding the Electronic Message Board; delay with the County related to the documents and permits. The contractor has the documents and permits and will hopefully be up and running within the next month. There was discussion regarding the location.

3. Discussion Regarding Google Analytics.

Administrative Assistant McCool – Provided the details regarding Google Analytics and MailChimp related to the number of contacts signed up through our website. There was discussion regarding how Google Analytics is setup for the Town.

Administrative Assistant McCool – Provided additional details regarding email blast, contacts that view our website and the location, report identifying page titles mostly viewed, top content, along with a demo of Google Analytics “Real Time”, which shows who is currently on our website. There was discussion regarding how Google Analytics will enhance our website.

General Manager Davies – Provided a background of improvements to communications; how information is being accessed, sign up for email blasts, and ADA compliant. There was discussion regarding the number of contacts and a dedicated social media person. The discussion continued regarding the number of followers and likes for Facebook.

E. FUTURE DISCUSSION/AGENDA ITEMS

F. ADJOURNMENT

1. The meeting adjourned at 3:51 p.m. to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

//cmc – 05-03-19

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