

MEMO

TO: Board of Directors
FROM: District Manager
SUBJECT: PUBLIC RELATIONS COMMITTEE
DATE: January 4, 2010

RECOMMENDATION:

It is recommended that the Board of Directors review this memo and consider establishment of a Public Relations Committee.

BACKGROUND:

At the December 3, 2009 Board of Directors Meeting your Board established committees for Calendar Year 2010. At said meeting your Board also directed the President of the Board and staff to consider the necessity for and responsibilities of a Public Relations Committee.

Staff is recommending that your Board consider establishment of a Public Relations Committee. The Public Relations Committee would be designated as a standing committee pursuant to the Brown Act. The role of the Public Relations Committee would be to provide direction to staff regarding public information about the District and promote the District's mission statement. Responsibilities would include, but not be limited to the following:

- Development of public relations goals; and
- Inform District constituents regarding programs, projects and activities; and
- Review District communication programs and activities.

It is recommended that the Board of Directors review this memo and consider establishment of a Public Relations Committee.



James A. Mueller
District Manager

JAM/bsb