MINUTES OF
ADMINISTRATION COMMITTEE MEETING
Covering Policy, Administration and Community Relations/Communications

Thursday, February 21, 2018 at 9:00 am at the Operations Building, 13057 Highway 9, Boulder Creek, California.

MINUTES

1.	Convene Meeting 9:00

   A.	ELECTION OF COMMITTEE CHAIR

   L. Henry nominated B. Fultz to be the chair of the Committee. Nomination was seconded. All present voted in favor of the nomination.

   Roll Call: M. Bounds, L. Henry, B. Fultz, A. Benkert, C. White was absent
   Staff: R. Rogers, S. Hill, H. Hossack

2.	Oral Communications:

   E. Frech wants more structure for the Committees

3.	Old Business: None

4.	New Business:

   B.	SET DAY AND TIME FOR COMMITTEE REGULARLY SCHEDULED MEETINGS

   B. Fultz introduced this item.

   M. Bounds said that she works over the hill, she would prefer 4:30-5:00 any day of the week.

   H. Hossack noted restrictions for use of the Ops Building.

   A. Benkert said that he is available anytime.

   L. Henry said that she cannot make a Thursday afternoon meeting.

   B. Fultz said that he would prefer morning meetings.

   M. Bounds questioned how many meetings are there per month. She said she can definitely attend one per month.

   R. Rogers said that we can use the Johnson Building for the Wednesday morning meeting.

   B. Fultz lets schedule the 1st Wednesday of the month for 9:00 am at the Johnson Bldg.

   C.	DISTRICT WEBSITE

   B. Fultz introduced this item. There is a priority for the District getting a new website.

   R. Rogers said he plans to bring a draft RFP for the website to the 1st meeting in March. He said he is leaning toward Streamline; they are a website vendor that caters to Special Districts.

   S. Hill said that Streamline is a CSDA recommended website vendor. She would like to leave options open on the RFP to see what will work for the District.

B. Fultz questioned if were to use the same vendor as one of the other Water Districts would we be able to use the same foundational building blocks.

S. Hill explained that is what you will be getting. Their background platforms are in place; they are customizing to fit each location.

B. Fultz questioned if we need an RFP if we like the Streamline platform.

L. Henry said we need an RFP.

S. Hill explained the process for hiring a website consultant through an RFP.

M. Bounds would like to look my closely at the website before she forms an opinion.

R. Rogers suggested that she look the SLVWD and the other comparable Water District's websites.

A. Benkert said that website redesigns are an involved process, he's been involved in a few.

D. Loewen said should would like the LADOC page on the SLVWD website more prominent.

V. Champlin said that vendor lock-in is a problem in this industry. Lock-in is where a vendor comes in and makes it so that you can never change. He said to make sure that you as the owner of the website can do some of the posting and changing yourself. Ask a website vendor what is their underlying Contact Management System (CMS). Also ask how they implement their taxonomy? Taxonomy is a mystical categorization.

R. Rogers said that we do have someone in house that designed and maintains our website.

S. Hill said that Streamline is very simple.

M. Lee said that he wants community interaction with the website.

L. Henry said she doesn't like the neighborhood social media sites; it gets too crazy.

A. Benkert said bandwidth necessary for an interactive social media site would be prohibitive and it's not necessarily appropriate for the District website to be a platform for it.

C. Baughman agreed with Virgil. Is there a way to enlist the users of the website to help out the system?

L. Henry inclined to go with website specific to Special Districts

R. Rogers one of the areas the District wants to work on is afterhours posting.

Further discussion by Committee and staff regarding options for the website.

V. Champlin suggested a book by Tufte The Visual Representation of Quantitative Data.

M. Lee questioned if the District has method to show the budget vs. actuals

C. Baughman said there is an atlas of Tufte's work.

L. Henry asked how understandable the information is.

E. Frech questioned if GIS is inventory.

R. Rogers said that is something the District is working on.

C. Baughman said every order of magnitude make you rethink how you do things. So you look at the size of your project and plan for whatever that size is. Comparing our data to what Scotts Valley has is probably an order of magnitude.

M. Lee typically in the GIS, there are layers you can turn off and on.

D.   PLAN FOR FUTURE AGENDA ITEMS

B. Fultz introduced this item. His number one item is the District website.

L. Henry would also like to see the Strategic Plan update on the list.

B. Fultz added to the list; new admin facilities, document retention, outreach (social media, tabling at events, survey monkey).

L. Henry said that CSDA has document retention policy in their book.

A. Benkert looked at past agendas for the Committee and saw social media policy, communications update, legislative update, all things appropriate for this Committee.

M. Bounds asked about Committee description

A. Benkert noted the relation of Committees to the Board what the role of the Committee.

R. Rogers doesn't want to have items sit in Committee for a long period of time.

M. Lee said he would like a meeting regarding the SMGWA.

C. Baughman new Board/Committee member handbook.

M. Bounds asked if she is allowed to attend Board meetings.

5.   Informational Material: None.

6.   Adjournment 10:22