



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

**NOTICE OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
Wednesday, September 4, 2019
STANDING COMMUNICATIONS COMMITTEE REGULAR 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 3:30 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 District's jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time the item is before the Committee for consideration by filling out a comment form. The public will be called to comment in the order the comment forms are received. Any person wishing to speak will have 3 minutes to make their comment. There will be no dialog between the Committee and the commenter as the law strictly limits the ability of Committee members to discuss matters not on the agenda. We ask that you refrain from personal attacks during comment, and that you address all comments to the Committee only. Any clarifying questions from the Committee must go through the Chair. Comments from the public do not necessarily reflect the view point of the Committee members.

C. DRAFT MINUTES TO BE APPROVED

1. May 1, 2019 Communications Committee DRAFT Special meeting minutes.

D. DISCUSSION ITEMS

1. Discussion Regarding Electronic Message Board Policy.

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.

"This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting."

"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

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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 Goggle 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 Goggle 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 Goggle Analytics “Real Time”, which shows who is currently on our website. There was discussion regarding how Goggle 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

None.

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>



Town of Discovery Bay

"A Community Services District"
Communications Committee
STAFF REPORT

Meeting Date
September 4, 2019

Prepared By: Michael R. Davies, General Manager
Submitted By: Michael R. Davies, General Manager

MRD

Agenda Title:

Discussion Regarding Electronic Message Board Policy.

Recommended Action

Review Message Board Policy and recommend changes, if any.

Executive Summary

The Electronic Message Board located along the East edge of Discovery Bay Boulevard North of Firwood Drive is now operational. On March 6, 2019, prior to the Electronic Message Board becoming operational, the Board, with the recommendation of this Committee, approved the attached Message Board Policy No. 2019-01.

Now that the Electronic Sign Board is working, Staff is presenting this Committee with a second look for two purposes: 1) to remind the Committee of the policy content for purpose of responding to public inquiry regarding use of the message board, and 2) recommend update changes, if any.

Staff has no suggested changes to the policy.

Previous Relevant Board Actions for This Item

March 6, 2019

Attachments

Message Board Policy No. 2019-01.

AGENDA ITEM: D-1



Town of Discovery Bay

Program Area: Board	Policy Name: Message Board Policy	Policy Number: 028
Date Established: March 6, 2019	Date Amended:	Resolution: 2019-01

ARTICLE I

NAME

This Policy shall be known as the Town of Discovery Bay Community Services District (“District”) Message Board Policy.

ARTICLE II

PURPOSE

The purpose of this Policy on use of the Discovery Bay Stationary Message Board (“Message Board”) is to create a non-public forum to communicate District-related emergency and/or safety information to residents and visitors, and to promote community events. The Message Board serves to notify citizens and visitors of upcoming events that are (i) District-sponsored, (ii) District co-sponsored, or (iii) sponsored by a local non-profit (collectively and individually “District Programming”). Emergency and/or safety messages will typically include information on hazardous conditions, the need for extra caution, traffic detours, and/or emergency instructions. Community event information on the Message Board may display multiple events at any one time and will typically consist of event dates, names, and details.

ARTICLE III

GENERAL GUIDELINES

The Stationary Message Board shall be administered at the District’s discretion and is restricted to use by the District for District messaging, District-sponsored events, District co-sponsored events, and events by a local non-profit, provided that the message benefits Discovery Bay or its residents and meets the requirements of this Policy.

The Message Board may be used to promote events that are:

1. of broad benefit to the Discovery Bay community;
2. not of a political or partisan, private party, commercial, obscene, or religious (non-secular) nature; and
3. taking place within the limits of Discovery Bay.

ARTICLE IV

DEFINITIONS

4.1 Applicant: An individual or a Representative or agent of a Discovery Bay local non-profit seeking to publicize an event on the Message Board.

4.2 District Co-sponsored: An event coordinated and conducted through a partnership between the District and another organization.

4.3 District Sponsored: An event coordinated and conducted entirely by the District.

4.4 Event: An organized function, open to the public, located within Discovery Bay and benefitting the District residents. To be eligible, the event must occur within six months of the first day the applicant seeks to post about the event on the Message Board.

4.5 Local Non-profit Organization: Organizations located in Discovery Bay or that primarily serve Discovery Bay residents that are registered with the State of California as a “non-profit” community organization or that are exempt under section 501(c)(3) of the Internal Revenue Code.

ARTICLE V

POLICY

5.1 District messaging shall take priority and shall supersede all other messaging. Messaging for District business and District sponsored and co-sponsored events shall be by approval and discretion of the General Manager.

5.2 The District may, for the benefit of the community at large, allow for temporary display of event information on the Message Board to promote events. The display of information on the Message Board is limited to District Programming, functionality and availability

5.3 Any local non-profit organization that wishes to display or advertise an event that is not sponsored or co-sponsored by the District must submit a complete application form and pay a non-refundable fifty dollars (\$50.00) application fee. The form and fee must be submitted to the District General Manager for consideration of approval.

5.4 The General Manager or his/her designee shall consider requests and applications to display information on the Message Board in the following priority:

1. District sponsored events.
2. District co-sponsored events.
3. Local “non-profit” organization events that benefit the Discovery Bay community or District.

5.5 If approved by the General Manager, event information shall typically be displayed for a period not to exceed seven days. The maximum allowable period of display on the Message Board is:

1. Unlimited for District sponsored events.
2. Unlimited for District co-sponsored events.
3. Seven days prior to the event for local “non-profit” organizations. Additional time may be approved on a case-by-case basis.

ARTICLE VI

PROCEDURES

6.1 Event information to be considered for display on the Message Board must be submitted to the General Manager, not less than a minimum of four weeks prior to the event, but no more than 6 months prior to the event. The General Manager, or her/his designee, may allow a shorter time period.

6.2 Event name, date, location of the event, phone number for more information, and contact person must be included with the request on the application form. Requests will not be taken over the phone. Additional information such as event details, website, email address, and organization information is encouraged and may be required for a better understanding of the event and organization.

6.3 The length of messages is limited due to the size of the sign. The number of messages which appears at any given time period is also limited to six (6) individual messages at any one time.

6.4 “Non-profit” organizations shall submit proof of their non-profit status concurrently with their application to post on the Message Board.

6.5 The General Manager, or her/his designee, shall review all information submitted and shall make a final determination as to whether the application for use of the Message Board is approved based on this policy, including rejection of application(s). The General Manager’s decision may be appealed to District Board of Directors upon payment of a fee of fifty dollars (\$50.00). A person desiring to appeal a decision shall file notice of appeal in writing with the General Manager within ten (10) days after the date of the decision being appealed. The notice shall briefly state the facts and the grounds of appeal.

6.6 The Message Board hours of illuminated operation will generally be from 6:30 a.m. to 11:30 p.m., Sunday through Saturday. The General Manager has the discretion to extend or reduce the hours of operation based on the nature and importance of the message or upon other circumstances existing at the time.

6.6 The District offers no guarantee with respect to posting of messages on the Message Board or the number of seconds during which the message will be displayed. Prospective users are encouraged to use a variety of media for events and not rely solely on the Message Board.

ARTICLE VI

MOBILE ELECTRONIC SIGN BOARD

7.1 Use of the mobile electronic sign board is limited to the exclusive use of District Messaging, District Sponsored events and District Co-Sponsored events.

7.2 Use and location of the mobile electronic sign board either as a stand alone or in addition to the Message Board shall be by approval and discretion of the General Manager.

ARTICLE VIII

MISCELLANEOUS

8.1 All policies and regulations are subject to change at any time, and without advance notice. No rights are obtained or enforceable as regards to any request or submittal and all costs related to a submittal shall be solely borne by the applicant.

8.2 Fees are adopted by Discovery Bay Board of Directors and are subject to yearly review. Adopted fees are intended to be charged on a per message and per day application.

8.3 Urgent District business, including emergency messages, as determined by the General Manager, or her/his designee, takes precedence over any previously scheduled requests. If an applicant's previously approved event is not posted or posted for less than 50% of the approved time period due to District cancellation, the applicant will receive a refund of the application fee.



**TOWN OF DISCOVERY BAY
COMMUNITY SERVICES DISTRICT**

DISCOVERY BAY MESSAGE BOARD APPLICATION - \$50.00 Fee Due

Name of Requesting Person or Entity: _____

****If Requesting Party is claiming to be a non-profit organization, please submit proof of status. ****

Requestor Primary Contact: _____

Primary Contact Phone: _____

Primary Contact Email: _____

Entity Website: _____

Description of Event: _____

Event Location: _____

Beginning Date and Time of Event: _____

Ending Date and Time of Event: _____

Requested Display Date Range: _____

Requested Message Content (please limit this to 50 characters or less):

Primary Contact's Signature

Date of Submission

*** (Must be at least 4 weeks in advance of the event date.) ***

Note: this application will not be considered complete until all information listed above is provided and the \$50.00 application fee is paid to the Town of Discovery Bay Community Services District.

Fee Received By

Date of Receipt