

**Outreach Communications Committee Meeting Notes**

**June 2, 2020**

**2:00 p.m-3:00 p.m.**

**Members present:**

Stacy Taylor (Chair), Mesa Water District

Jennifer Allen, Contra Costa Water District

Gina Ayala, Orange County Water District

Tiffany Baca, Municipal Water District of Orange County

Melissa McChesney, Padre Dam Municipal Water District

Mike Lee, San Diego County Water Authority

Roxanne Rountree, Eastern Municipal Water District

Nicole Stanfield, Santa Margarita Water District

**Guests:** Wendy Ridderbusch, Executive Director

Chair Stacy Taylor, Mesa Water District welcomed committee members and gave an update on the progress made in conjunction with **Southwest Strategies (SWS):**

* **Logo & Design Guidelines** -- She thanked those who weighed in on both finalizing the logo and helped choose the final design color placement. She also referred to the final design guidelines which will be stored on the website to enable easier use and access to the organization moving forward.
* **Message Platform Draft** – Stacy asked the committee to please send her any feedback regarding the (1)draft Key Messages document, (2)Website Overview and Site Map, and (3)Enhanced Website Capabilities Breakdown *no later than Friday, June 12* so that she may communicate any input to SWS during their meeting. The Key Message document will reside on the website and be used as the document for a variety of purposes both internally and externally.
* **Website Design –** Stacy shared the plans for SWS to develop the wireframe and design of the new CalDesal website. The website will be transitioning from the current hard-coded Go Daddy location which is maintained by California Advocates Management Services (CAMS) CalDesal’s administrative contract folks over to a new platform which will be more accessible to the organization and its volunteers to content manage and make changes to ensure freshness and member interest. Discussion ensued regarding the compatibility of Constant Contact with the new website (yes), the specifics of utilizing credit card payments (for a fee) and accompanying transaction fees, and whether or not CalDesal would be able to use it for surveys (yes). Tiffany Baca commented that SWS did an excellent job putting together the website structure. She also felt that the key message document was comprehensive.
* **Subcommittee Reports:**
* **Social Media** -- As Chair of the Social Media Subcommittee she thanked them for submitting edits that helped improve the key message document. Mike Lee wondered if it would be worthwhile for CalDesal to pay for an ad buy of promoted posts if not in 2020 then 2021? Discussion followed about investigating whether a sponsorship would be of value to underwrite the costs.
* **Website** – Chair Jessica Jones is on vacation and will give an update when she returns during the next meeting.
* **Other items for discussion?**
* **E-Newsletter “blurb”** – CalDesal currently blasts out an e-newsletter blurb with four or five short paragraphs regarding different, timely topics each month through CAMS existing Constant Contact account. Stacy requested that Wendy add the SWS contract staff to that list as well as the Outreach Communications Committee so that both sets of individuals can receive what is currently being sent out via e-mail blast.
* **CalDesal Virtual Event** – Wendy talked about participating in several virtual conferences and “happy hours” with similar statewide organizations as research for what would be appropriate for a CalDesal virtual event this fall. Several committee members weighed in with what they felt had worked well during conferences and special events that they had attended virtually. Tiffany Baca recounted a sponsor-paid meals that were delivered to participants home at the beginning of the meeting which was very popular.

Next Outreach Communications Committee Meeting: **Tuesday, July 7, 2020 at 2:00 p.m.**

Chair Taylor adjourned the meeting at 2:49 p.m.