



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 REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
WEDNESDAY February 6, 2019
STANDING COMMUNICATIONS COMMITTEE REGULAR MEETING 5:30 P.M.
Community Center
1601 Discovery Bay Boulevard, Discovery Bay, California
Website address: www.todb.ca.gov**

Communications Committee Board Members

*Bill Pease
Bryon Gutow*

A. ROLL CALL

1. Call business meeting to order 5:30 p.m. – By Bill 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. November 7, 2018 Communications Committee DRAFT meeting minutes – Approved.

D. DISCUSSION ITEMS

1. Discussion Regarding Chair and Vice-Chair.

General Manager Davies – Provided the details regarding the Chair and Vice-Chair. The decision will be for the 2019 year Chair Bill Pease and Vice-Chair Bryon Gutow.

2. Discussion Regarding an update on the Message Board.

General Manager Davies – Provided a background regarding the past Communications agenda items; communications through our internet, exceeding the standards related to ADA Compliance. Message Board held up with County Permitting, CEQA, Land Use Permitting, going through Zone Administrator on February 20, 2019, building permit, then a possible March 2019 delivery.

3. Discussion Regarding Message Board Policy.

General Manager Davies – Provided the details regarding the Message Board Policy related to types of advertising. There was discussion regarding the policy related to 501(c)(3), sponsored or co-sponsored advertising by the Town, times for operation (6:30 a.m. to 11:00 p.m.), and advertising on the Message Board. The recommendation from the Communications Committee regarding the re-drafted Message Board Policy; in summary policy changes will be:

- Town sponsored, co-sponsored or 501(c)(3) messaging only.
- Removal of Life Milestone Events and Discovery Bay based business messaging.
- Applications and appeals process – application would not come back for each application if the policy is approved and has met the criteria; if not then the applicant can appeal to the Communications Committee or to the Board.

The revision to the policy will be sent via email to the Communications Committee for review and comments then to the Board for approval.

E. FUTURE DISCUSSION/AGENDA ITEMS

Update on the Message Board and Goggle Analytics.

F. ADJOURNMENT

1. The meeting adjourned at 6:00 p.m. to the next Standing Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

//cmc – 02-12-19

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