



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT



SDLF Platinum-Level of Governance

President – Carolyn Graham • Vice-President – Bryon Gutow • Director – Kevin Graves • Director – Ashley Porter • Director – Lesley Belcher

MINUTES OF THE REGULAR MEETING OF THE COMMUNICATIONS COMMITTEE OF THE TOWN OF DISCOVERY BAY Wednesday, September 3, 2025 3:30 P.M.

Communications Committee Members

Chair Lesley Belcher
Vice-Chair Bryon Gutow

A. ROLL CALL

1. Business meeting was called to order at 3:30 p.m.
2. Roll Call was taken, and all members were present.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

None.

C. DRAFT MINUTES TO BE APPROVED

1. Approve Regular Communications DRAFT Meeting Minutes of September 4, 2024.

Vice-Chair Gutow made a Motion to Approve the September 4, 2024, Draft Minutes.
Chair Belcher seconded.

Vote: Motion Carried – AYES: 2, NOES: 0, ABSTAINED: 0, ABSENT: 0

D. UPDATES

1. Communications Policy Update.

Presented by Assistant General Manager Stephen Griswold.

- Communications Policy will be coming to a future meeting.
- Policy will address the following among other items:
 - Use of Town logo.
 - Town sponsored activities.
 - Social media.

Committee agrees policy will be beneficial.

E. PRESENTATIONS

None.

F. DISCUSSION ITEMS

1. Communications Update – September 2025.

Presented by Assistant General Manager Stephen Griswold.

- Engagement Metrics (July 1, 2025 – September 1, 2025)

- Facebook has 4,146 followers.
 - Instagram has 716 followers.
 - Newsletter was emailed to 1,192 subscribers.
 - EyeOnWater has 1,260 subscribers.
 - TODB website had 196,777 page views.
- Moving Forward:
 - Expand SMS Text Alert Adoption.
 - Increase Video Content.
 - Email newsletters.
 - Expand Community Engagement.
 - Enhance Transparency.

G. FUTURE DISCUSSION/AGENDA ITEMS

None.

H. ADJOURNMENT

1. Adjourned at 3:54p.m. to the next Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard, Discovery Bay, CA 94505.