




## BOARD MEMORANDUM

**DATE:** October 18, 2019  
**TO:** Board of Directors  
**FROM:** Steve Cole   
Assistant General Manager  
**SUBJECT:** October 17, 2019 Public Outreach and Legislation Committee Meeting

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The Public Outreach and Legislation Committee met at 5:30 PM on Thursday, October 17, 2019 in the Training Room at 26521 Summit Circle. In attendance were Committee Chair Jerry Gladbach; Directors Kathy Colley, R.J. Kelly, Gary Martin, Lynne Plambeck and; Assistant General Manager Steve Cole; Public Information Officer Kathie Martin; Consultants Hunt Braly from Poole Shaffery. Consultants Dennis Albani from California Advocates, Consultant Harry Henderson from Anchor Consulting and Consultant Geoff Bowman from Van Scoyoc Associates participated by video conference. Members of the public were present. A copy of the agenda is attached.

**Item 1: Public Comments** – There was no public comment.


**Item 2: Legislative Consultant Reports** – Staff and the Committee reviewed the federal legislative report by Harry Henderson, state legislative report by Dennis Albani and local legislative report by Hunt Braly.

**Item 3: Website and Social Media Policy** – Recommended actions for this item are included in a separate report being submitted at the November 19, 2019 regular board meeting.

**Item 4: Public Information Officer Activities** – Staff and the Committee reviewed the following information: Outreach Matrix – September, Legislative Tracking Spreadsheet 2019, Sponsorship Tracking Spreadsheet FY 2019/20, Public Outreach Events Calendar 2019 and Public Outreach and Legislation Committee Planning Calendar 2019/20.

**Item 5: Adjournment** – The meeting adjourned at 6:15 PM.

Attachment



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**Date:** October 10, 2019

**To:** **Public Outreach and Legislation Committee**  
Jerry Gladbach, Chair  
B.J. Atkins  
Kathy Colley  
R.J. Kelly  
Gary Martin  
Lynne Plambeck

**From:** Steve Cole, Assistant General Manager

A handwritten signature in blue ink, appearing to read "SC", is placed to the right of the "From:" line.

The **Public Outreach and Legislation Committee** is scheduled to meet on **Thursday, October 17, 2019 at 5:30 PM** at **Summit Circle Training Room** located at 26521 Summit Circle, Santa Clarita, CA. 91350.

### MEETING AGENDA

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1.	Public Comments	
2.	Legislative Consultant Report:	
*	2.1 Anchor Consultant	1
*	2.2 California Advocates	17
*	2.3 Poole & Shaffery	23
3.	Discussion: Social Media Plan	
4.	Public Information Officer Activities:	
*	4.1 Monthly Outreach Matrix	25
*	4.2 Legislative Tracking	27
*	4.3 Sponsorship Tracking FY 2019/20	29
*	4.4 Public Outreach Event Calendar 2019	31
*	4.5 Committee Planning Calendar 2019/20	35

5. Adjournment

- \* Indicates attachments
- To be distributed

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Posted on October 10, 2019.