



OJAI VALLEY SANITARY DISTRICT

A Public Agency

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MINUTES OF THE WEBPAGE/FACEBOOK AD HOC COMMITTEE

The Webpage/Facebook Ad Hoc Committee held a meeting at the District Office, 1072 Tico Road on June 15, 2011, beginning at 8:05 a.m.

COMMITTEE MEMBERS PRESENT: William D. O'Brien
John R. (Randy) Burg
Stan Greene, Chairman

STAFF PRESENT: Brenda Krout, Co-Interim General Manager
Jan Steenberg, Information Technology Officer

OTHERS PRESENT: Duane Eells, Zest Net, Inc.
Ric Ruffinili, Zest Net, Inc.

1. **Select Chairman For The Committee**

Director Greene was selected to serve as Committee Chairman.

2. **Public Comment - (Items not on the agenda - 3 minute limit)**

None

3. **Review Content of District's Webpage & Research Developing a District Facebook Presence**

The Committee discussed the potential advantages and disadvantages of the District developing a presence on the social media site, Facebook. The advantages included providing another public outreach media and the advantages included increased staff time to monitor the site.

Duane Eells and Ric Ruffinili, Zest Net, Inc. discussed the options available for providing a presence on Facebook; i.e. interactive versus interactive site, etc. They also discussed how Facebook can be linked to the District's webpage.

Content of the District's current webpage was reviewed. Improving the webpage by adding a section on the homepage that highlights current topics and/or current meeting agendas was discussed. The Committee unanimously supported staff working with Zest Net to provide this improvement.

The Committee unanimously supported requesting proposals from Zest Net for the development and maintenance of the District's presence on Facebook. This proposal will be for the simplest form of Facebook presence. The proposal will be reviewed at the Committee's next meeting.

Staff shared with the Committee the progress Zest Net has made on improving the Director Division maps on the District's webpage. These improvements include making the street names visible. The Committee supported Zest Net continuing with the improvements to these maps.

Tentatively the next meeting of the Committee was set for Thursday June 23, 2011 @ 8:00 a.m.

4. **Discussion**

- a. Audience
None
- b. Committee Members
None
- c. General Manager
None

The Webpage/Facebook Ad Hoc Committee Meeting adjourned at 10:00 a.m.

Minutes submitted by Brenda Krout, Clerk of the Board