

Julie Kennedy, President
Lisa Palmer, Vice President
Tom Fayram, Director
Greg Parks, Director
Nina Stormo, Director



**LOS OLIVOS COMMUNITY SERVICES DISTRICT
PROJECT MANAGEMENT SUBCOMMITTEE MEETING**

Posted: 7-24-2024

July 31, 2024 – 8:30 AM

**St Mark's in the Valley Episcopal Church
2901 Nojoqui Ave, Los Olivos CA 93441**

Please observe decorum and instructions from the Subcommittee Chair

Subcommittee Members: Vice President Palmer (Chair), Directors Stormo, and General Manager Guy Savage

This meeting will be held both in-person and electronically via Zoom Meetings. In-person the meeting will be held at the following locations:
St Mark's in the Valley Episcopal Church, 2901 Nojoqui Ave, Los Olivos CA 93441

The public will also be able to hear and participate electronically via Zoom by using the following links:

Zoom: <https://us06web.zoom.us/j/81937722522?pwd=SWpSU0RYZFJjZTBkNGphZG41TGs4dz09>
By Phone: +1 669 900 6833 US (San Jose) Meeting ID: 819 3772 2522 Passcode: 914085
One tap mobile: +14086380968,,81937722522#,,,,*914085# US (San Jose)

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MEETING AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENTS

Members of the public may address the Board of Directors on any items of interest within the subject matter and jurisdiction of the Board but not on the agenda today (Gov. Code - 54954.3). The public may also request future agenda topics at this time. Speakers are limited to a maximum of 3 minutes. Due to the requirements of the Ralph M. Brown Act, the Board of Directors cannot take action today on any matter not on the agenda, but a matter raised during Public Comments can be referred to District staff for discussion and possible action at a future meeting.

ADMINISTRATIVE ITEMS:

All matters listed hereunder constitute an administrative / consent agenda and will be acted upon by a single vote of the Board. Matters listed on the Consent Agenda will be read only on the request of a member of the Subcommittee, in which event the matter may be removed from the Consent Agenda and considered as a separate item. Public may comment on any of the items prior to the vote being taken by the Subcommittee.

4. CONSENT AGENDA

A. MINUTES APPROVAL

Approval of the minutes from February 26, 2024 and May 23, 2024.

BUSINESS ITEMS:

All matters listed hereunder will be acted upon separately and public comment will be held for each item. As a Subcommittee of the full Board of Directors, Business Items may include one or more recommendations for further

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discussion or action at a full Board of Directors meeting.

5. DISCUSSION AND PLANNING FOR AUGUST 21, 2024 WORKSHOP

6. CONSIDERATION OF UPCOMING ACTIVITIES AND SCHEDULE

The full Board of Directors has reviewed a GM generated schedule of key upcoming activities and meetings at its last few meetings. The Subcommittee will review the most recent schedule, with the intent of potentially making recommendations to the full Board of Directors at its Regular meeting.

7. CONSIDERATION OF A CONTRACT FOR SOCIAL MEDIA SUPPORT

As mentioned at the last full Board of Directors meeting, the GM is researching potential support for social media, particularly if it will result in a cost savings to the District. After reaching out to a number of firms, the attached proposal was received and will be discussed by the Project Management subcommittee. The subcommittee may decide to make a recommendation to the full Board of Directors regarding the proposal or make other recommendations.

INFORMATIONAL ITEMS:

All matters listed hereunder are informational only, no action will be taken, and public comment not received.

8. SUBCOMMITTEE MEMBER COMMENTS

Subcommittee members will give reports on any meetings that they attended on behalf of the Subcommittee and/or choose to comment on various Subcommittee activities. Subcommittee member requests for future agenda items may also be made at this time.

9. ADJOURNMENT

ITEM 4A – MINUTES

MINUTES

Julie Kennedy, President
Lisa Palmer, Vice President
Tom Fayram, Director
Greg Parks, Director
Nina Stormo, Director



LOS OLIVOS COMMUNITY SERVICES DISTRICT
PROJECT MANAGEMENT SUBCOMMITTEE MEETING

Posted: 2-17-2024

February 26, 2024 – 8:30 AM

St Mark's in the Valley Episcopal Church
2901 Nojoqui Ave, Los Olivos CA 93441

Please observe decorum and instructions from the Subcommittee Chair

Subcommittee Members: Vice President Palmer (Chair), Directors Stormo, and General Manager Guy Savage

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MEETING AGENDA

1. CALL TO ORDER

Chair Palmer calls the meeting to order at: 8:335 AM

2. ROLL CALL

Present: Chair Palmer, Director Stormo, General Manager Savage

Absent: None

3. PUBLIC COMMENTS

Members of the public may address the Board of Directors on any items of interest within the subject matter and jurisdiction of the Board but not on the agenda today (Gov. Code - 54954.3). The public may also request future agenda topics at this time. Speakers are limited to a maximum of 3 minutes. Due to the requirements of the Ralph M. Brown Act, the Board of Directors cannot take action today on any matter not on the agenda, but a matter raised during Public Comments can be referred to District staff for discussion and possible action at a future meeting.

Chair Palmer opens the floor to public comment.

No commenters.

ADMINISTRATIVE ITEMS:

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4. CONSENT AGENDA

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A. MINUTES APPROVAL

Approval of the minutes from January 8, 2024.

Motion to approve minutes from January 8, 2024.

Director Stormo motions approval.

Chair Palmer opens the floor to public comment.

No commenters

Due to an incomplete note in Director comments, the item is tabled until the next meeting and the motion dies for lack of a second.

BUSINESS ITEMS:

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5. CONSIDERATION, REVIEW, AND INPUT RELATED TO FEBRUARY 2024 LOCSD UPDATE

The District creates a quarterly status update for District residents, property owners, and others. The update is the basis for its required quarterly update to the Santa Barbara Local Area Formation Commission (LAFCO). The GM has drafted the February 2024 Update, the Subcommittee will provide updates, changes, and generally review the GM’s draft.

GM Savage describes the process and timing of providing updates to and presenting to LAFCO.

Director Palmer comments that she thinks that grant application process should be included in the update. She adds that she would like to see some of the graphics from the State of District presentation included. She notes that the images of effluent versus gravity fed collection would be helpful to make the update less text heavy. Director Stormo asks about the phrase “heard an update” related the REGEN engineering design and cost estimate. GM Savage responds that he expects the update to go out after the meeting, hence the historical reference.

The subcommittee discusses the connection to Solvang. GM Savage comments he anticipates putting the City of Solvang on a future Board of Directors agenda, likely either March or April.

The subcommittee then discusses the length of the update, what it takes to mail the update to local mailboxes (in addition to email), and how best to convey the information both in print and on-line.

Director Palmer says she has some updates that she will email to GM Savage for consideration.

Chair Palmer opens the floor to public comment.

No commenters.

6. CONSIDERATION OF UPCOMING ACTIVITIES AND SCHEDULE

The full Board of Directors has reviewed a GM generated schedule of key upcoming activities and meetings at its last few meetings. The Subcommittee will review the most recent schedule, with the intent of potentially making recommendations to the full Board of Directors at its February 28, 2024 meeting.

At some point during this item, at approximately 9:00 AM, GM Savage noticed that the Zoom had frozen. The Zoom was restarted.

GM Savage introduces the item. The Subcommittee discusses the various impacts of moving items around. The Subcommittee discusses the possibility holding workshops, such as the Siting workshop, in the next couple of months. GM Savage emphasizes that the timing of several of the meetings will depend on when REGEN can provide its final report. After further discussion, the Subcommittee agrees to recommend that workshops be pushed out one month given the REGEN report timing.

Chair Palmer opens the floor to public comment.

No commenters.

INFORMATIONAL ITEMS:

All matters listed hereunder are informational only, no action will be taken, and public comment not received.

7. SUBCOMMITTEE MEMBER COMMENTS

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Subcommittee members will give reports on any meetings that they attended on behalf of the Subcommittee and/or choose to comment on various Subcommittee activities. Subcommittee member requests for future agenda items may also be made at this time.

Director Stormo – None

GM Savage – None

Chair Palmer – None

8. ADJOURNMENT

Motion to adjourn at: 9:23 AM.

Motion by: Director Stormo, Second: GM Savage

Voice vote: 3-0

Respectfully submitted:



Guy W. Savage

General Manager – Los Olivos Community Services District

Approved:

Director Lisa Palmer (Chair)

Julie Kennedy, President
Lisa Palmer, Vice President
Tom Fayram, Director
Greg Parks, Director
Nina Stormo, Director



LOS OLIVOS COMMUNITY SERVICES DISTRICT
PROJECT MANAGEMENT SUBCOMMITTEE MEETING

Posted: 5-16-2024

May 23, 2024 – 8:30 AM

St Mark's in the Valley Episcopal Church
2901 Nojoqui Ave, Los Olivos CA 93441

Please observe decorum and instructions from the Subcommittee Chair

Subcommittee Members: Vice President Palmer (Chair), Directors Stormo, and General Manager Guy Savage

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MEETING AGENDA

1. CALL TO ORDER

Vice President calls the meeting to order at: 8:36AM

2. ROLL CALL

Present: Vice President (Chair) Palmer and General Manager Savage

Absent: Director Stormo

3. PUBLIC COMMENTS

Members of the public may address the Board of Directors on any items of interest within the subject matter and jurisdiction of the Board but not on the agenda today (Gov. Code - 54954.3). The public may also request future agenda topics at this time. Speakers are limited to a maximum of 3 minutes. Due to the requirements of the Ralph M. Brown Act, the Board of Directors cannot take action today on any matter not on the agenda, but a matter raised during Public Comments can be referred to District staff for discussion and possible action at a future meeting.

Vice President Palmer opens the floor to public comment.

Michelle de Werd speaks.

GM Savage responds to public comment noting that President Kennedy had appointed him as a member of all the subcommittees. He adds that he has often considered asking to be removed as it would make his role as GM easier.

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in which event the matter may be removed from the Consent Agenda and considered as a separate item. Public may comment on any of the items prior to the vote being taken by the Subcommittee.

4. CONSENT AGENDA

A. MINUTES APPROVAL

Approval of the minutes from February 26, 2024.

Vice President Palmer decides to hold the minutes until the next meeting.

Vice President Palmer opens the floor to public comment.

No requests to speak.

BUSINESS ITEMS:

All matters listed hereunder will be acted upon separately and public comment will be held for each item. As a Subcommittee of the full Board of Directors, Business Items may include one or more recommendations for further discussion or action at a full Board of Directors meeting.

5. CONSIDERATION, REVIEW, AND INPUT RELATED TO MAY/JUNE 2024 LOCSD UPDATE

The District creates a quarterly status update for District residents, property owners, and others. The update is the basis for its required quarterly update to the Santa Barbara Local Area Formation Commission (LAFCO). The GM will present his draft of the May 2024 Update, the Subcommittee will provide updates, changes, and generally review the GM's draft.

GM Savage notes that due to personal conflicts, he does not have an update that the Subcommittee can review. He describes what he has planned for content in the update, including monitoring wells and REGEN report related topics.

VP Palmer suggests he include the process of the REGEN approach, moving into workshops, REGEN's recommendations, and what happens next as part of the update. She adds that including information on the grant application that was filed would also be good.

The subcommittee discusses potentially holding off on publishing the public version of the update until after the June meeting when, hopefully, workshop dates will be set.

Vice President Palmer opens the floor to public comment.

Kathryn Rohrer speaks.

6. CONSIDERATION OF UPCOMING ACTIVITIES AND SCHEDULE

The full Board of Directors has reviewed a GM generated schedule of key upcoming activities and meetings at its last few meetings. The Subcommittee will review the most recent schedule, with the intent of potentially making recommendations to the full Board of Directors at its June Regular meeting.

GM Savage walks through the two spreadsheets he included in the agenda. He then focuses on the Calendar Year 2024 spreadsheet. He talks in particular about proposed Workshops, shown with a WS, in the spreadsheet. He comments that as the year has progressed, various Workshops have been pushed out in time or into next calendar year. He then talks about the "Project Management" spreadsheet. He describes the data included and what each of the rows/columns is intended to convey.

Vice President Palmer opens the floor to public comment.

Michelle de Werd, Tom Nelson, and Kathryn Rohrer speak.

VP Palmer describes gravity versus effluent comparison. She comments that she likes the idea of piggybacking on Regular meetings. VP Palmer talks about the interplay between the various Workshops and how one leads into the next. GM Savage adds that timing of completion for existing projects and when Workshops can be held is important.

GM Savage talks about coupling other discussions with the existing Workshops. For example, he comments that ownership will be an important issue for many property owners and could affect the future Prop 218 vote. VP Palmer suggests that the ownership be discussed in July with the Gravity / Effluent Workshop.

GM Savage comments more on the timing of the various discussions and when reports will be delivered by consultants. The subcommittee agrees that costs, permitting, and funding (grants) opportunities should all be part of the Gravity / Effluent Workshop.

The subcommittee then talks about other Workshops. VP Palmer suggests that LAFCO be engaged as part of the discussion on the Property Owner (Prop 218) vote. The subcommittee then talks about the Treatment Workshop.

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Vice President Palmer reopens the floor to public comment.

Tom Nelson speaks.

GM Savage brings up the roadmap presented in February in order to visually see what was being discussed at that time. He points out the Siting Workshop, EIR Workshop, Capital Cost Workshop. The subcommittee then discusses when the Capital Cost might be appropriate and its relationship to a Final Project Description and reengaging the Assessment Engineer.

The subcommittee then talks more about Workshops, timing, and other Workshops that might be held. VP Palmer suggests a Final Project Description Workshop be targeted for December. GM Savage comments on what it takes to get “in the queue” for grant funding. He talks about how costs might be allocated differently if the LOCSD implements a “local” solution as opposed to connecting to the City of Solvang. He comments that the City of Solvang will have some options regarding up-front capital costs versus on-going capital costs.

VP Palmer comments that she would like to see REGEN on hand for the Gravity / Effluent Workshop. GM Savage talks about potential options for having “experts” on hand for the Gravity / Effluent Workshop, including Stantec, Northstar, and NV5

The subcommittee then briefly talks about what would be presented to the full Board of Directors. GM Savage suggests that another meeting be held, if possible, prior to the June 12 full Director’s meeting. Focus of the discussion is on June 7, after the Finance Subcommittee meeting.

INFORMATIONAL ITEMS:

All matters listed hereunder are informational only, no action will be taken, and public comment not received.

7. SUBCOMMITTEE MEMBER COMMENTS

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Vice President Palmer – Asks about coffee dates for meetings with the Public, with GM Savage responding that he has not yet spoken to Lefty’s about holding them at their facility, hence no announcements. VP Palmer comments that these would be good to add to the update.

General Manager Savage - None

8. ADJOURNMENT

Motion to adjourn 9:29 AM.

Motion by: Chair Palmer; Second: GM Savage

Voice vote: 2-0

ITEM 6 – ACTIVITES AND SCHEDULE

ACTIVITES AND SCHEDULE

LOCSO - Septic to Sewer / Water Reclamation Roadmap - WORKING DRAFT

Last Update: 2/17/2024

Task	2024				FY 2023-24 Costs	FY 2023-24 Budgeted?	Est Total Costs
	Q1	Q2	Q3	Q4			
Board and Public Education							
Public workshops and outreach						Y	
Engineering / Design							
Collection Study					\$70k	Amended	\$70k
Treatment Study					\$90k+	N	\$90k+
Confirm Disposal Options						Y	
Siting options						Y	
Final Project Description						Y	
60% Design					\$50k	N	\$300k+
Assessment Engineer Report including benefit factors/rates						N	\$50k+
Environmental Review							
Environmental study, assessment and report (incl. public review)						N	\$150k+
Grants and Financing							
Discussion about cost allocations (by parcel type)						Y	
Develop financing plan						Y	
Seek grants and financing						Y	
Prop 218 - Property Owner vote on proposed project							
Polling for election feasibility						N	\$25K
Conduct Prop 218 workshops with public						N	
Voting process						N	\$125k
Monitoring Well(s)							
Drill three additional monitoring wells					\$121K	Amended	\$121k
Data from all five wells						Y	
Monitoring of wells, completed every 6 months (5 years)						N	\$12K
Total					\$331k+		\$943k+

By Funded / Unfunded

Task	2024				FY 2023-24 Costs	FY 2023-24 Budgeted?	Est Total Costs
	Q1	Q2	Q3	Q4			
FUNDABLE (Funds exist in existing budget)							
Public workshops and outreach						Y	
Collection, Treatment, Disposal Options						Y	
Siting options						Y	
Final Project Description						Y	
Develop financing plan						Y	
Seek grants and financing						Y	
Find funding for well monitoring program						Y	
Data from all five wells						Y	
Collection Study					\$70k	Amended	\$70k
Drill three additional monitoring wells, sample all five wells					\$121K	Amended	\$121k
UNFUNDED OR NO SPECIFIC FUNDING ACTION							
Treatment Study					\$90k+	N	\$90k+
60% Design					\$50K	N	\$300k+
Assessment Engineer Report including benefit factors/rates						N	\$50k+
Environmental study, assessment and report (incl. public review)						N	\$150k+
Polling for election feasibility						N	\$25K
Voting process						N	\$125k
Monitoring of wells, completed every 6 months (5 years)						N	\$12k
Total					\$331k+		\$943k+

Legend:

Can be completed prior to (or without) a Final Project Description
 Cannot be completed prior to Final Project Description



ITEM 7 – SOCIAL MEDIA ENGAGEMENT

SOCIAL MEDIA ENGAGEMENT

JULY 16, 2024

LOS OLIVOS COMMUNITY SERVICES DISTRICT

PROPOSAL FOR SOCIAL MEDIA STRATEGY & ENGAGEMENT

Prepared for Guy Savage, General Manager

CONFIDENTIAL



July 16, 2024

Dear Guy,

It was great speaking with you last week. I appreciate our public service connection and the opportunity to submit this proposal for social media strategy and ongoing engagement for the Los Olivos Community Services District. This is an exciting project. With the progress to date, the District and Board have much to be proud of. As you move toward a community vote, there's a great opportunity to establish and expand the communications to educate the public, something I'm passionate about as a former PIO.

Working alongside you and your capable Board, I believe I can deliver a strategy that fits the Los Olivos community and meets both the District's and community's needs. Once that strategy is approved, I can implement it and be flexible and responsive as issues arise.

I have attached a scope of work for your review. I am looking forward to hearing from you and am available to address any questions or thoughts you may have.

Best regards,



Valerie Cantella
valerie@valeriecantella.com
5418 Tree Farm Lane, Santa Barbara, CA 93111
805-689-8044
valeriecantella.com/consulting-services



PROJECT GOALS

- **Transparency:** Provide timely and accurate information about the activities and business of the LOCSD; Correct misinformation.
- **Engagement:** Educate and inform the community about key milestones and opportunities for input as the District moves toward establishing a community sewer system.

PHASE 1: SOCIAL MEDIA STRATEGY & PLAN

Research, Review, and Analyze

- Better understand the project and process
- Review existing social media presence and communications
- Understand various constituent/constituencies--active and inactive for purposes of targeted messages

Develop an Effective Information and Engagement Plan

- Identify most appropriate platform(s)
- Make recommendations on post frequency & content type
- Develop a visual identity for social media and create templates through CanvaPro
- Develop a content review and approval process
- Create monitoring and feedback processes and response strategies

PHASE 2: IMPLEMENTATION (ON-GOING)

Quarterly:

- Create a schedule of suggested content
- Provide a written quarterly report on engagement and trends

Monthly:

- Write content
- Design images to accompany posts
- Schedule and post content
- Monitor and respond, as appropriate



INVESTMENT

PHASE 1: STRATEGY & PLAN DEVELOPMENT	\$1,500 (one-time)
PHASE 2: IMPLMENTATION	\$750/month (with a 6-month minimum commitment)

DELIVERABLES

PHASE 1: STRATEGY & PLAN DEVELOPMENT

- Social media strategy and plan
- CanvaPro templates

PHASE 2: IMPLMENTATION

- Social media content and images
- Quarterly engagement report and analysis



ABOUT VALERIE CANTELLA

Owner/Principal, Valerie Cantella Consulting, LLC
www.linkedin.com/in/valerie-cantella



I am an award-winning, multipassionate communications and project management professional helping organizations elevate their impact by connecting people and resources and managing projects in the public, private, and nonprofit sectors. My work demonstrates my ability to lead teams, distill complex information in high-pressure situations, and develop creative, engaging, and strategic communications. I am highly organized and thrive on details and deadlines, so you don't have to. I hold a degree in Political Science from Westmont College and an Advanced Public Engagement Certificate from Pepperdine University's School of Public Policy.

Valerie Cantella Consulting, established in 2021, is a reimagined version of Navigator Services, which operated from 1998 to 2011. As a boutique firm, my strategy is simple--to provide extraordinary service to select clients. No plan or project is the same, and each client receives a carefully researched and crafted strategy and outreach plan based on the desired outcomes.

By engaging Valerie Cantella Consulting, you can expect:

- **Expertise and Experience**—My skills, expertise, and proven track record of working with business and community leaders, government and elected officials, and the public make me the right fit for the job.
- **A Trusted Partner**—Through my work and volunteer contributions, I am driven to contribute and strive to invest my time and energy in organizations that make a real impact.
- **Outstanding Project Management and Service**—One of my greatest strengths is managing details, making informed recommendations and decisions, and moving complex projects forward. My goal is to provide outstanding service and demonstrable results.
- **Good Steward**—My experience working with organizations with limited funding and tight budgets has given me the ability to maximize the results at an appropriate cost. I am conscientious and offer creative solutions that scale to accommodate budgets and timelines.

