

MINUTES
PUBLIC RELATIONS COMMITTEE MEETING
NORTHERN PALM BEACH COUNTY IMPROVEMENT DISTRICT
March 25, 2009

1. CALL TO ORDER

The Public Relations Committee was called to order at 8:56 a.m. on March 25, 2009 in the Northern Administrative Complex, 359 Hiatt Drive, Palm Beach Gardens, Florida.

2. SELECTION OF CHAIR

Mr. Bardin noted that since both Board Supervisors were new to this Committee, a determination needed to be made as to who would serve as Committee Chair. Mr. Boykin volunteered to serve as Chair and Mr. Salee agreed.

3. ROLL CALL

The full membership of the Committee, Board Supervisors Matthew J. Boykin and Adrian M. Salee, were present.

Also present were: Executive Director O'Neal Bardin, Jr.; Deputy Directors Tanya W. Quickel and C. Danvers Beatty; Executive Assistant Susan Scheff; and General Counsel Kenneth Edwards of Caldwell, Pacetti, et al.

4. REGULAR AGENDA

• **50th Anniversary Plans**

Ms. Quickel reviewed some of the plans and activities being considered to celebrate the Districts' 50th Anniversary. A focus will be made on publishing articles regarding the Anniversary and the District intends to participate in some of the City of Palm Beach Gardens anniversary events as well.

It was the consensus of the Committee to move forward with the suggested Anniversary plans.

Mr. Bardin gave the Committee members a brief history of why the Public Relations Committee was formed and its purpose.

There was a general discussion with regard to the importance of making sure the communities are aware of what the District does and how the Annual Budget Meetings and Staffs' regular meetings with other local governments and agencies helps to achieve that goal.

- **“Changes for the Future” Campaign Schedule**

Ms. Quickel provided information to the Committee on the elections outreach program that has been used since Northern's enabling legislation was changed in 2005 to require that two of the Board of Supervisor Members be elected by popular vote.

Mr. Boykin expressed his understanding of the election seat and voting requirements.

Ms. Quickel noted that there is an “Elections” tab on the District website which provides much of the necessary information.

There was a general discussion with regard to the purpose of the District's recently reinstated Legislative and Citizen Review Committee and how the result of those upcoming Committee meetings could potentially affect the District's election process.

It was the consensus of the Committee to move forward on the plans and activities discussed with Staff providing periodic updates.

- **Newsletter Schedule & Outline**

Ms. Quickel reported that Northern routinely provides information and educational materials to the public regarding voter registration deadlines, candidacy and election filing rules. She noted that 2010 will be the next election year and provided the Committee with Staff recommendations and a tentative schedule for newsletter publications, etc.

There was some discussion with regard to the District's use of collateral documents and also Staff's plan to develop an electronic newsletter.

Mr. Salee suggested developing signage to display onsite during the District's major projects.

- **Website Changes & Update**

Ms. Quickel explained that although the District has received favorable comments with regard to its website, significant programming updates are needed to improve the website's functionality. The website was created approximately six years ago, and this would be its first major programming enhancement. Over the years, District Staff has been updating the content of the website as needed.

Ms. Quickel reported that the cost estimate for a major website programming update is estimated not to exceed \$20,000, and this expenditure is within the current budget.

A **motion** was made by Mr. Salee, seconded by Mr. Boykin and unanimously passed approving the request for website programming updates and enhancements in an amount not to exceed \$20,000.

5. MISCELLANEOUS

There were no miscellaneous items.

6. COMMENTS FROM THE COMMITTEE

There were no comments from the Committee.

7. ADJOURN

There being no further business to come before the Public Relations Committee, the meeting adjourned.