

MEETING REPORT
HUMAN RESOURCES/EXTERNAL RELATIONS COMMITTEE
THURSDAY, April 29, 2021
2:30 P.M.

Chair: Director Murphy
Member: Director Balen

Observer: Director Ringen
Director Kerns

Staff: Abby Parcon
Lisa Westbrook
Don Perkins
Erik Johnson
Steve Sheffield

At 3:40pm, Director Balen excused herself from the meeting. Director Kerns replaced Director Balen at that time.

1. Proposed Video Vignette Topics/Campaign

The Committee discussed various topics to feature as TUD video vignettes, 2 to 3-minute video segments that would highlight areas of interest to the public. The videos will be linked on the TUD website and posted on the TUD YouTube channel page when completed. Lisa Westbrook reached out to Columbia College's media and design professor about possibly having a student work with the District on this project.

Committee Recommendation: For staff to contact Columbia College about enlisting a college student to create the videos, and to develop a list of video topics for discussion and possible approval at a future Board of Directors meeting.

2. TUD Website/Updates

Lisa Westbrook navigated the committee through various web pages on the TUD website, www.tudwater.com. The Committee discussed possibly adding the following sections to the website: 1) a video tab 2) a Photo Gallery section by project or topic 3) a GIS layered map 4) a site map for an easier way to find answers to questions.

Committee Recommendation: The Committee supports staff implementing the suggested additions to the website.

3. Public Relations Options for PG&E Acquisition Outreach Campaign – Discussion and Possible Committee Recommendation

Committee Recommendation: The Committee agreed to postpone discussion on this item to a future meeting.

4. Columbia College Scholarship Program Update

Lisa Westbrook provided the Committee an update on the TUD Pathway for Opportunity Scholarship awarded to two Columbia College students. Ms. Westbrook attended the Columbia College scholarship night that occurred on April 21, 2021. The Columbia College Foundation selected Natasha Mayo and Anthony White-Ramos as the two recipients of the scholarship.

Committee Recommendation: There was no Committee recommendation, this was a review item only.