



Midpeninsula Regional
Open Space District

MIDPENINSULA REGIONAL OPEN SPACE DISTRICT

LEGISLATIVE, FUNDING, AND PUBLIC AFFAIRS COMMITTEE

The Committee conducted this meeting in accordance with California Governor Newsom's Executive Order N-29-20. All Board members and staff participated via teleconference.

Tuesday, October 20, 2020

DRAFT MINUTES

CALL TO ORDER

Director Kersteen-Tucker called the meeting of the Legislative, Funding, and Public Affairs Committee to order at 2:00 p.m.

ROLL CALL

Members present: Jed Cyr, Larry Hassett, and Zoe Kersteen-Tucker

Members absent: None

Staff present: General Manager Ana Ruiz, General Counsel Hilary Stevenson, Assistant General Manager Susanna Chan, Chief Financial Officer Stefan Jaskulak, District Clerk/Assistant to the General Manager Jennifer Woodworth, Public Affairs Manager Kori Skinner, Public Affairs Specialist II Cydney Bieber.

District Clerk Jennifer Woodworth announced this meeting is being held in accordance with Governor Newsom's Executive Order allowing Committee members to participate remotely. The District has done its best to conduct a meeting where everyone has an opportunity to listen to the meeting and to provide comment. The public has the opportunity to comment on the agenda, and the opportunity to listen to this meeting through the internet or via telephone. This information can be found on the meeting agenda, which was physically posted at the District's Administrative Office, and on the District website. Ms. Woodworth described the process and protocols for the meeting.

ORAL COMMUNICATIONS

Ms. Woodworth reported no public comments had been submitted.

ADOPTION OF AGENDA

Motion: Director Hassett moved, and Director Cyr seconded the motion to adopt the agenda.

ROLL CALL VOTE: 3-0-0

COMMITTEE BUSINESS

1. Approve the September 29, 2020 Legislative, Funding, & Public Affairs Committee Meeting Minutes.

Motion: Director Hassett moved, and Director Cyr seconded the motion to approve the September 29, 2020 Legislative, Funding, and Public Affairs committee meeting minutes.

Public comment opened at 2:03 p.m.

District Clerk Jennifer Woodworth reported no public comments had been submitted.

Public comment closed at 2:03 p.m.

ROLL CALL VOTE: 3-0-0

2. Website Structural Upgrade and Design Refresh Project Update (R-20-116)

General Manager Ana Ruiz commented on the website upgrades possible using a new platform that will allow for more functionality and graphics.

Public Affairs Manager Kori Skinner provided additional information on the ability of the new website to improve functionality for mobile users and to follow best management practices.

Public Affairs Specialist II Cydney Bieber provided the staff presentation describing the technological needs for the updated website to continue to allow for security updates. The website was last updated in 2015, and the upgrades will allow for new interactive features and graphics. Due to the high number of mobile users, the new website structure will be better viewed on mobile devices. Ms. Bieber described the design process to represent potential site users and interviewed website stakeholders. The website layout will be designed to meet the needs of community members, create pathways to encourage exploration, and have an increased ability to incorporate photos, graphics, and video. Ms. Bieber displayed various pages from the current District website and explained how these will be updated in the upgraded website.

The Committee members requested and received clarifying information about the upgraded website and design process.

Director Hassett inquired regarding input from District staff and volunteers.

Ms. Bieber reported staff and volunteers were interviewed to receive content suggestions. They will be interviewed again later in the process.

Director Kersteen-Tucker inquired if individual departments will add information to the website, or if these will still be handled by Public Affairs staff.

Ms. Skinner reported Public Affairs staff will likely still handle updates because it will be part of the strategic communications plan, which helps provide a cohesive message throughout the District.

Public comment opened at 3:00 p.m.

District Clerk Jennifer Woodworth reported no public comments had been submitted.

Public comment closed at 3:00 p.m.

The Committee members provided input on the potential website upgrades

ADJOURNMENT

Director Kersteen-Tucker adjourned the meeting of the Legislative, Funding, and Public Affairs Committee at 3:00 p.m.

Jennifer Woodworth, MMC
District Clerk