

American River Flood Control District
Renaming the Newsletter Committee to the Public Outreach Committee
Staff Report

Discussion:

The Newsletter Committee has expressed a desire to expand the scope of its efforts to reach out and connect with the community. Although the District Newsletter is still one of the best ways to communicate with our residents, there are many additional ways the District could connect with those in our community. The proposed change is for the Newsletter Committee to be renamed as the Public Outreach Committee.

Items covered by the Public Outreach Committee could include:

- The annual District Newsletter
- Attendance and preparation for public meetings
- New handouts and materials
- The annual Spring Mailer to residents along the levee
- Outreach for upcoming Board meetings
- Event participation and representation
- Bike trail outreach

Recommendation:

The General Manager recommends that the Board rename the Newsletter Committee to the Public Outreach Committee.