MINUTES OF THE REGULAR MEETING OF THE
BOARD OF TRUSTEES
May 13, 2015
6:00PM

A regular meeting of the Board of Trustees of the San Mateo County Mosquito and Vector Control District was held on May 13, 2015 in the District Office at 1351 Rollins Road, Burlingame, California.

TRUSTEES PRESENT:  Mason Brutschy
                     Wade Leschyn
                     Ray Williams
                     Jason Seifer
                     Christine Fuller
                     Donna Rutherford
                     Richard Wykoff
                     Dr. Scott Smith
                     Muhammad Baluom
                     Valentina Cogoni
                     Peter DeJarnatt
                     Kat Lion
                     Robert Riechel
                     Betsy Schneider
                     Tim Johnson
                     Christopher Cairo
                     Town of Atherton
                     City of Belmont
                     Town of Portola Valley
                     County-at-Large (6:15)
                     City of Daly City
                     City of East Palo Alto
                     City of Foster City
                     Town of Hillsborough
                     City of Millbrae
                     City of Menlo Park (6:15)
                     City of Pacifica
                     City of Redwood City
                     City of San Bruno
                     City of San Carlos
                     Town of Woodside
                     City of South San Francisco

TRUSTEES ABSENT:   Robert Maynard
                    Joe Galligan
                    Louis Gotelli
                    Kati Martin
                    Dr. James Ridgeway
                    City of Brisbane
                    City of Burlingame
                    City of Colma
                    City of Half Moon Bay
                    City of San Mateo

OTHERS PRESENT:    District Manager, Dr. Chindi Peavy
                    Finance Director, Rosendo Rodriguez
                    District General Counsel, Kevin Siegel
                    Assistant Manager, Brian Weber
                    Lab Director, Dr. Nayer Zahiri
                    Public Health Education and Outreach Officer, Megan Caldwell
1. CALL TO ORDER

President Rutherford called the meeting to order at 6:00 PM.

2. PLEDGE OF ALLEGIANCE

President Rutherford led the Pledge of Allegiance.

3. ROLL CALL

The roll call indicated that 14 Trustees were present, constituting a quorum. Trustees Cogoni and Seifer arrived at approximately 6:15pm.

4. PUBLIC COMMENTS AND ANNOUNCEMENTS

None.

5. CONSENT CALENDAR

Trustee Reichel requested that item F be removed from the consent calendar to allow for discussion.

A motion was made by Trustee DeJarnatt and 2nd by Trustee Wykoff, to approve consent calendar items A through E, carried 14-0.

Item F – Contract to provide urban rat control service to the City of San Mateo.
Brian Weber gave a brief summary of the contract and services. In the past the District has served an oversight role to while Dewey Pest Control provided the services. This new contract would allow the District to provide the services and have a better understanding of how rat control is being implemented and its effectiveness. The cost to the City of San Mateo would cover the District’s costs of materials and labor to implement the program.

A motion was made by Trustee Reichel and 2nd by Trustee Wykoff, to approve consent calendar item F, carried 14-0.

Trustee Fuller commented that there was an error in the April minutes. The first sentence of 10. Manager’s Report should read “Peavey is meeting with heads of departments weekly.”

6. REGULAR AGENDA

SPECIAL PRESENTATIONS

Leanne McCain of SCI Consulting Group provided a brief summary of the Preliminary Engineer’s Report.

Trustee Reichel asked if there were any major changes since last year. Ms. McCain noted that there were not any major changes, primarily just changes to the reported budget numbers.

Trustee Wykoff noted that the Finance Committee reviewed the report the previous week and recommended that it be approved by the Board.

Trustee Johnson asked who pays for the cost to prepare the report. Ms. McCain clarified that the cost of the engineers report is built comes from the assessment revenues and is built into the budget.

Trustee Johnson noted budget has an item “Contributions from District and Other Sources” and asked what that item is. Ms. McCain clarified that since this is a special benefit assessment, there has to be outside sources considered to address the benefits received from people outside of the assessment areas.

Trustee Baluom asked what area is covered by the assessment. Ms. McCain referred to a map in the report.

Move by Trustee Reichel and 2nd by Trustee Brutschy to approve Resolution M-009-15 and accept the Engineer’s Report, carried 16-0.

8. Presentation by Public Health Education and Outreach Officer Megan Caldwell on the use of Social Media as a part of the District’s Public Outreach Program.

Manager Peavey provided a brief introduction of the proposed policy to the Board. Manager Peavey provided an overview and history of public information and outreach at the District and discussed the benefits of being able to get immediate feedback from the public via social media.

Megan Caldwell gave a presentation on the risks and rewards of using social media as a public agency. Ms. Caldwell likened the District’s website to our office and social media platforms as to an event booth, emphasizing that the former is for the day to day business of the District and the latter is intended to be changed frequently and to be fun and engaging. Ms. Caldwell also provided some statistics regarding social media use by government agencies. Ms. Caldwell identified four primarily risks of using social media: 1) time wasted by staff, 2) security, 3) negative comments from outside users, and 4) negative content from internal users, and explained how the policy is designed to mitigate these risks. Ms. Caldwell also discussed the benefits of using social media, including flexibility, communication with and access to the community, and the low costs compared to traditional advertising.
Trustee Fuller asked a question about how the policy addresses the concept of sharing as a Trustee. General Counsel Kevin Siegel provided additional clarification that a Trustee sharing content posted by the District would not be a violation of the policy.

Trustee Williams asked about how our social media program will be integrated with the cities social media programs. Ms. Caldwell explained that it would be varied based on the programs each individual city has but anticipates a lot of sharing between the District and cities. Ms. Caldwell noted that about three-quarters of the cities currently have their own Facebook and/or Twitter presences.

Trustee Baluom noted that as public figures, the Trustees need to be aware of public perceptions when using and commenting on social media. Ms. Caldwell noted that Trustee Baluom’s point is very good, but that that falls outside of the scope of the proposed policy.

Trustee Johnson asked about Section 3.8 of the proposed policy, which read “This policy may be revised at any time upon approval by the District Manager or the Board of Trustees.” Mr. Johnson expressed concerns about giving the District Manager authority to revise the policy without Board approval. General Counsel Siegel noted that that provision was likely intended to allow the District Manager to make a change in a short-period of time if needed to respond to an issue.

Trustee Johnson inquired whether Counsel routinely provided memorandums discussing every policy change proposed to the Board. Manager Peavey provided clarification that in response to the extent of discussions at the last Board meeting regarding the policy, she requested that Counsel provide such a memorandum, but that it is not routine for all policies. She did note that Counsel reviews all policies before they are presented to the Board, but does not typically provide a memo.

Trustee Cairo requested that Ms. Caldwell prepare and present “best practices” for using social media, to educate the Trustees.

Trustee Reichel clarified that Section 3.8 language was included to allow action to be taken more quickly than having to wait for the next Board meeting or to call a special meeting.

Trustee Williams commented that he would like the policy to emphasize the District’s role in public health.

Trustee Fuller requested information who would be the people actually using social media on behalf of the District. Ms. Caldwell clarified that she would be the primary user and that Finance Director Rodriguez and District Manager Peavey would serve as backups.

Vice President Wykoff noted that he felt the policy was very clear as to its purpose, as it states “This policy is to establish guidelines on the use of social media sites to be used by the San Mateo County Mosquito and Vector Control District ("District") as an additional means of conveying District information to its residents, constituents, and community members and maximizing the promotion of District programs and services.”
Trustee Johnson noted that views the scenarios that the current Section 3.8 language is intended to address as more operational matters than the need for policy changes.

Trustee Williams noted that he would like the second paragraph under “Purpose” of the policy to address coordination with the other agencies and cities that we work with, and that the omission implies that the District will not be working with cities.

Motion by Trustee Reichel and 2nd by Trustee Cairo to approve expanded use of Social Media as part of the District’s Public Outreach Program and approve Policy #1140 governing District use of Social Media Motion, as proposed in the Board packet.

Motion by Trustee Williams and 2nd by Vice President Wykoff moved to amend Section 3.8 of the proposed policy to read “This policy may be revised at any time upon approval by the Board of Trustees.” Motion to amend carries 13-3; opposed by Trustees Fuller, DeJarnatt, and Reichel.

Motion to approve Policy #1140 governing District use of Social Media Motion, as amended, carries 14-2; opposed by Trustees Williams and Reichel.

9. FINANCIAL REPORT


Financial Director Rosendo Rodriguez reports there are still a few accounts above the projected budget and a few that are still under the projected budget as reported in the summary. When reporting on the budget accounts, only accounts outside of a 10% deviation are being highlighted. Several accounts are subject to timing demands, which cause accounts to fluctuate.

Revenues continue to be 11% higher than expected. The ERAF and redevelopment funds we have received are higher than anticipated.

The balance sheet shows $7,062,768 in cash. The operating cash accounts in the General and Capital Funds are fully reconciled to the county statements.

The District’s aging accounts payable have been reconciled.

Trustee Reichel inquired what the HR consulting services are being used for. Director Rodriguez noted that we have not used them recently, but that that account includes fees for recruitment of our District Manager and Public Outreach Officer, as well as review of HR policies.
Trustee Baloum inquired what the insurance settlement line item was for, and Director Rodriguez noted that that was the payment we received from the insurance as a result of the embezzlement issue that happened several years ago.

Trustee Williams inquired why our attorney's fees are 177% of budget. Director Rodriguez explained that the fees were inadequately budgeted in the last year.

**Motion made by Trustee Seifer, 2nd by Vice President Wykoff to approve the Year-To-Date 2014-2015 Financial Reports through March 31, 2015 was approved 16-0.**

B. Resolution M-010-15 Approve reallocation of funds within the General Fund in the total amount of $104,350 and reallocation of funds within the Capital Fund in the amount of $23,692.

Financial Director Rodriguez explained the request to approve the reallocation of funds and noted that the request is not to allow for more money in the budget, but only to reallocated funds that have already been approved.

Trustee Williams inquired what the benefit of this allocation was. Director Rodriguez explained that the purpose of the reallocation was to inform the Board and the public of the changes in the budget based on needs and actual expenses.

Trustee Seifer noted that the Finance Committee reviewed the reallocations last week in depth and approved the reallocations.

Trustee Brutschy noted that he is supportive of the reallocation process, and notes that he would prefer it to occur once a year. Director Rodriguez noted that the goal is to do it only once a year. Six months into the year the District typically does a mid-year budget review and presents it to the Board, and then at the beginning of the fourth quarter presents a reallocation to the Board.

**Motion made by Vice President Wykoff, 2nd by Trustee Cairo, to approve Resolution M-010-15 was approved 16-0.**

**10. FIRST PRESENTATION OF THE BUDGET FOR FY 2015-16**

District Manager Peavey and Finance Director Rodriguez provided an introduction and summary of the budgeting process for Fiscal Year 2015-16. An estimate of the next year's revenues was presented. The proposed budget includes an approximately 5% increase in District Revenues. The proposed budget also includes a 5% increase in general fund budget and a 34% reduction in capital fund budget. The capital fund reduction is largely due to moving expenses from the capital fund to the general fund.
Trustee Reichel inquired as to how we were able to reduce the budget for District special expenses by $41,000. Director Rodriguez explained expenses associated with the Programmatic Environmental Impact Report, removing costs associated with Aedes aegypti control out of the public emergency category, and a reduction in media advertising amount.

Trustee Brutschy noted that the Finance Committee is discussing potentially paying down some of the District’s unfunded liability, which may affect the amount of interest included in the preliminary budget. Trustee Brutschy also requested clarification that this budget is balanced. Manager Peavey clarified that yes, the preliminary budget is balanced with respect to revenue and expenses.

11. BOARD COMMITTEE REPORTS

A. Environmental and Public Outreach Committee – did not meet.

B. Finance Committee – Vice President Wykoff noted that most of the finance matters discussed at tonight’s Board meeting were also discussed at the Finance Committee meeting and that the committee recommended approval of the finance-related motions. He also expressed his appreciation for the effort put in by the staff in preparing and presenting the budget and noted that the efforts far exceeded his experiences in previous years. Trustee Brutschy noted that the Finance Committee is exploring options to reduce the amount of cash on hand, and paying down some of the District’s liabilities. Next meeting scheduled June 1 to discuss the District’s unfunded liability.

C. Strategic Planning – Trustee Fuller noted that the Strategic Planning Committee did not meet and that the currently scheduled meeting (May 21) would need to be rescheduled.

D. Policy – Chairperson Riechel advised that the Committee is currently reviewing policies 4140 and 4150 regarding the Board nomination and election process. The Committee are sending their comments on the policies to Manager Peavey. The next meeting has not yet been scheduled.

E. Manager’s Evaluation – Chairperson Brutschy noted that the Committee has not yet met, but is scheduled to meet on May 19th.

12. MANAGER’S REPORT: GENERAL MANAGER DR. CHINDI PEAVEY

The Mosquito and Vector Control Association had a Coastal Region managers meeting on April 24th and a Spring quarterly meeting on April 30th and May 1st, which was attended by Dr. Peavey, Director Zahiri, and PIO Caldwell.
Manager Peavey has been working with internal departments on Strategic planning, asking each department to go through their respective strengths, weakness, and plans.

Manager Peavey has been working with staff to clearly defining protocols for fogging. Dr. Peavey has also been meeting with each city to discuss protocols and discuss preferred communication methods. Dr. Peavey noted that Trustees are welcome to attend these meetings with city staff. General Counsel Siegel noted that that these types of meetings with the cities are operational and administrative activities, and that while it is good for Trustees to be involved in them, that it is not necessary.

Trustee Riechel requested that in the future, Dr. Peavey provide a summary of her experiences at each association meeting or conference. Dr. Peavey agreed to do this at future Board meetings.

13. STAFF REPORTS

Assistant Manager Brian Weber reported that the District is fully staffed with the four seasonal employees for the Aedes aegypti program. To date, only 6 Aedes aegypti have been found this season. By this time last year, 20 had been found.

Vice President Wykoff asked if we should be concerned about the Aedes aegypti found in Hayward. Assistant Manager Weber noted that there should be no increased concerns for San Mateo County.

Dr. Nayer Zahiri reported that seven cemeteries and eight nurseries have been selected for monitoring by ovicup for Aedes aegypti. 3,164 ticks have been collected from 15 parks to test for Lyme disease. KBR testing is a method of genetic testing for pesticide resistance, being performed by CDPH. Tests indicate that we do have genes for pesticide resistance in our Culex pipiens population, and the District is working with CDPH to get more information. Testing for West Nile Virus is ongoing. Two birds have tested positive so far this season, the first found in Menlo Park and the second found in Redwood City. Statewide, there have been 10 WNV positive birds and 6 positive mosquitoes.

Megan Caldwell – informed the Trustees that the new shirts have arrived. The District received a donation of photographs and other historical materials from the wife of a former employee, and are working to prepare a small display of these materials at the San Mateo County History Museum in Redwood City. The District participated in the Silver Dragon CERT exercise in April and distributed 16,000 brochures. Ms. Caldwell noted the recent press releases and resulting press coverage, including several interviews. The District now as access to Nextdoor.com and have done one introductory post and already received a lot of service requests as a result. Trustee Lesschyn got the District a booth at the Belmont Earth Day Fair, and have several more fairs upcoming.
12. BOARD MEMBERS COMMENTS AND ANNOUNCEMENTS:

President Rutherford noted that she, Trustee Galligan and some staff recently completed the AB 1825 Sexual Harassment Prevention Training last Friday.

13. NEXT REGULARLY SCHEDULED BOARD MEETING:

President Rutherford announced the next scheduled Board meeting on June 10, 2015.

14. ADJOURNMENT:

Meeting was adjourned at 8:18 PM.

I certify the above minutes were approved as read or corrected at a meeting of the Board held on June 10, 2015.

** All reports that were provided to the trustees as the board meeting will be available upon request.

Approved:

[Signatures]

District Manager

Board President