

MINUTES
PUBLIC RELATIONS COMMITTEE MEETING
NORTHERN PALM BEACH COUNTY IMPROVEMENT DISTRICT
September 11, 2024

The Public Relations Committee met on September 11, 2024 at approximately 8:00 a.m. in the Northern Administrative Complex, 359 Hiatt Drive, Palm Beach Gardens, Florida.

1) ROLL CALL

The full membership of the Committee, comprised of Board Supervisors Ellen T. Baker and Brian J. LaMotte, was present.

Also present were Executive Director Dan Beatty; Director of Finance & Administration Katie Roundtree; District Clerk Susan Scheff; General Counsel Kenneth W. Edwards of Caldwell Pacetti, et al. and SCADA Technician Pavel Honzik.

2) ESTABLISH A QUORUM

Mr. Beatty announced that a quorum was present and that it was in order to consider any business to come before the Committee.

3) REORGANIZE THE COMMITTEE

Mr. Beatty stated that it is in order to reorganize the Committee.

Ms. Baker volunteered to serve as Chair of the Committee and Mr. LaMotte agreed, confirming the position by unanimous affirmation.

4) ADDITIONS OR DELETIONS TO THE AGENDA

Mr. Beatty reported that there were no additions or deletions to the agenda.

5) COMMENTS FROM THE PUBLIC FOR ITEMS NOT ON THE AGENDA

There were no comments from the public for items not on the agenda.

6) REGULAR AGENDA

a) Discuss Northern's Public Information Program

Ms. Roundtree began by introducing Pavel Honzik, Northern's SCADA Technician, explaining that he will also be helping her with Northern's IT needs. She stated that since the Committee has not met since the website was last revamped in 2012, she thought she would begin by providing an overview of Northern's Public Information Program.

Ms. Roundtree reviewed the components of the Public Information Program. She explained that Northern currently publishes an Annual Report which reviews some of the year's highlights and gives a snapshot of the budget. She stated that Staff brings copies with them for distribution when attending other public meetings. She noted that Staff attends HOA, POA and various municipality meetings as requested, and she gave some examples.

Ms. Roundtree also reviewed that Northern submits monthly articles for publication in the local community newspapers at no cost to Northern, as well as posting them on Northern's website. She noted that the local newspaper publisher also chooses to run some of those articles in papers for areas outside of Northern's jurisdiction when those areas may have an interest in the subject matter. She then highlighted the brochures and promotional materials that are also available for events, explaining that she has brought along some of these materials when making presentations to local schools in the past.

A general discussion followed regarding whether Northern's current public relations program is sufficient for the needs of its community. Ms. Roundtree gave some examples of requests for presentations, such as one she prepared and gave to Palm Beach Northern Chamber of Commerce. She also Chairs the Leadership Palm Beach County Civics & Government Day which helps to educate members of the community. Ms. Roundtree stated that Northern previously

sent out a newsletter to residents of Northern but received frequent calls to stop sending. She explained that in conjunction with the discussion about the new website, there is the possibility of providing the public an option to subscribe to a newsletter, if they are interested in receiving one.

Ms. Baker asked if Staff seeks out presentation opportunities or if Northern is approached to participate, and Ms. Roundtree advised that it occurs both ways and cited some examples.

The discussion continued regarding how to possibly provide Northern's articles to the Palm Beach County School District, Northern's frequent communication with POAs, HOAs, Property Managers, etc., whether Northern's constituents seem to be requesting more information, and the possibility of reaching out to POA/HOA managers to gauge their interest in possible presentations. It was noted that there have been less calls this year on Northern's assessments, which is always a good sign that constituents have less questions regarding their annual real property tax bill.

This item was presented for information only and no Committee action was required.

b) Discuss Website Renovation

As Ms. Roundtree previously indicated, Northern's website has not been redesigned since 2012. She explained that Staff is interested in making some changes to make the website easier to navigate. Also, the Americans with Disabilities Act (ADA) requires that all websites become ADA compliant by April 26, 2027. Ms. Roundtree explained Northern's current website compliance process, noting that Northern's website is mostly ADA compliant at this time, but the new website vendor and the redesign will keep the website fully compliant. She reported that Staff met with a couple of vendors and chose Streamline, which has designed websites for other special districts. She showed the Committee a few different examples, explaining that the new website will allow for an email news blast to those who sign up to receive one and will allow for online permit and plat fee payments.

Ms. Roundtree asked the Committee if there was anything they would like to add or highlight on Northern's website.

A general discussion followed with regard to the detail of what ADA compliance involves and Northern's past ADA remediation process, noting that it has been costly, but is required by law. The discussion continued with regard to Streamline's connection with the Florida Association of Special Districts, the cost of the website redesign and maintenance, the Staff members authorized to make changes, an overview of the public GIS component, and various suggestions regarding beneficial website additions and/or modifications.

Ms. Roundtree stated that the website redesign will begin once the new budget cycle begins on October 1st, and she thanked the Committee for their direction.

It was the consensus of the Committee to schedule another meeting to view the new website before it goes live. It will then be presented to the Board for their information.

7) RECEIVE AND FILE

The meeting notice was presented for filing.

8) COMMENTS FROM THE COMMITTEE MEMBERS

There were no further comments from the Committee.

9) ADJOURN

A **motion** was made by Mr. LaMotte, seconded by Ms. Baker and unanimously passed to adjourn the meeting.

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