



Northern Palm Beach County Improvement District  
359 Hiatt Drive, Palm Beach Gardens, Florida 33418  
561-624-7830 · fax 561-624-7839 · www.npbcid.org

**AGENDA**  
**PUBLIC RELATIONS COMMITTEE**  
**ADMINISTRATIVE COMPLEX**  
**359 HIATT DRIVE**  
**PALM BEACH GARDENS, FLORIDA**  
**September 11, 2024**  
**8:00 A.M.**

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- 1) Roll Call
- 2) Establish a Quorum
- 3) Reorganize the Committee
- 4) Additions or Deletions to the Agenda
- 5) Comments from the Public for Items Not on the Agenda
- 6) Regular Agenda
  - a) Discuss Northern's Public Information Program
  - b) Discuss Website Renovation
- 7) Receive and File – Meeting Notice
- 8) Comments from the Committee Members
- 9) Adjourn



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## EXECUTIVE SUMMARY

**TO:** Ellen T. Baker  
Brian J. LaMotte

**DATE:** September 11, 2024

**FROM:** Katie Roundtree, Director of Finance and Administration

**THROUGH:** C. Danvers Beatty, P.E., Executive Director

**RE:** Public Relations Program Review

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### **Background**

The Public Relations Committee focuses on reviewing how the District promotes and acquaints the District's residents with its services. Staff uses several means of communication to successfully carry out this program, which the Committee last reviewed in 2013.

Staff is requesting the Committee review the current program to ensure that it satisfies the District's intention to promote and acquaint the District's residents with its services.

The current public relations program consists of:

### **Annually**

- 1) Annual Executive Director Report presented to the Board of Supervisors at the annual landowners' meeting detailing the accomplishments of the prior year. It is also available in the lobby and distributed to landowners at meetings as needed.
- 2) Staff attendance and presentations at various homeowner/property owners' association annual meetings and events. Information, brochures and promotional items are available to distribute to landowners. Examples: PGA National Annual Meeting, Palm Beach Gardens hurricane readiness program, etc.

### **Monthly**

- 1) News articles written containing information either specific to an individual Unit of Development or general interest stories about Northern. Articles are published regularly

in the Seabreeze Publications of PGA National CAN, Abacoa News and The Shores News. Staff is in contact with the editors of the various papers and send the articles to the respective editors.

- 2) News articles of general interest or notices of events are posted monthly or on an as needed basis on the Northern website ([www.npbcid.org](http://www.npbcid.org)). The monthly article appears as a news post on the main page.

### **Ongoing**

- 1) Northern's website contains information about current news, future meeting dates, general information, etc. It is updated as needed by Staff and changes are uploaded instantly. The website provides the public with a request for information or public information request email address that is received by the Executive Director. Responses are addressed by the Executive Director or sent to the correct staff member to address.
- 2) Brochures are available to interested landowners regarding disaster planning, flooding, NPDES, and other general information regarding Northern.
- 3) Promotional items including pens, pencils, bottle holders, crayons and coloring books, stress reliever squeezable raindrops, magnets, mugs and rain gauges are available to bring to events to promote Northern.

### **Recommendation**

Northern's Staff is seeking direction from the Committee on any input or revisions to the current public relations program.



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**FROM:** Katie Roundtree, Director of Finance and Administration

**THROUGH:** C. Danvers Beatty, P.E., Executive Director

**RE:** Website Renovation

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### **Background**

Staff is working on revising Northern's website, [www.npbcid.org](http://www.npbcid.org), which was last revised in 2012. The current site is easy to manage but puts the responsibility of ensuring compliance with Accessibility standards issued under the Americans with Disabilities Act (ADA) on Staff.

Title II of the ADA requires state and local governments to ensure that their services, programs, and activities are accessible to people with disabilities. Title II applies to all state and local government services, programs, and activities, including those offered online and through mobile apps. The deadline for all special district websites to comply with new regulations is April 26, 2027.

Northern's Staff is proactive and believes that it is in the landowners' best interest to comply with the regulations early and create a better-organized website that provides a positive end-user experience, while maintaining compliance with ADA requirements. Staff has engaged Streamline, a company associated with the Florida Association of Special Districts (FASD) that has created many special district websites. They have provided examples of websites that they have designed so that the Committee and Staff can determine the best look and design for the District's revamped website. They will host the site and provide continuous scanning of the website to ensure compliance. Staff will continue to update and add content to the website, as well as review areas of noncompliance to correct or request assistance to correct any issues.

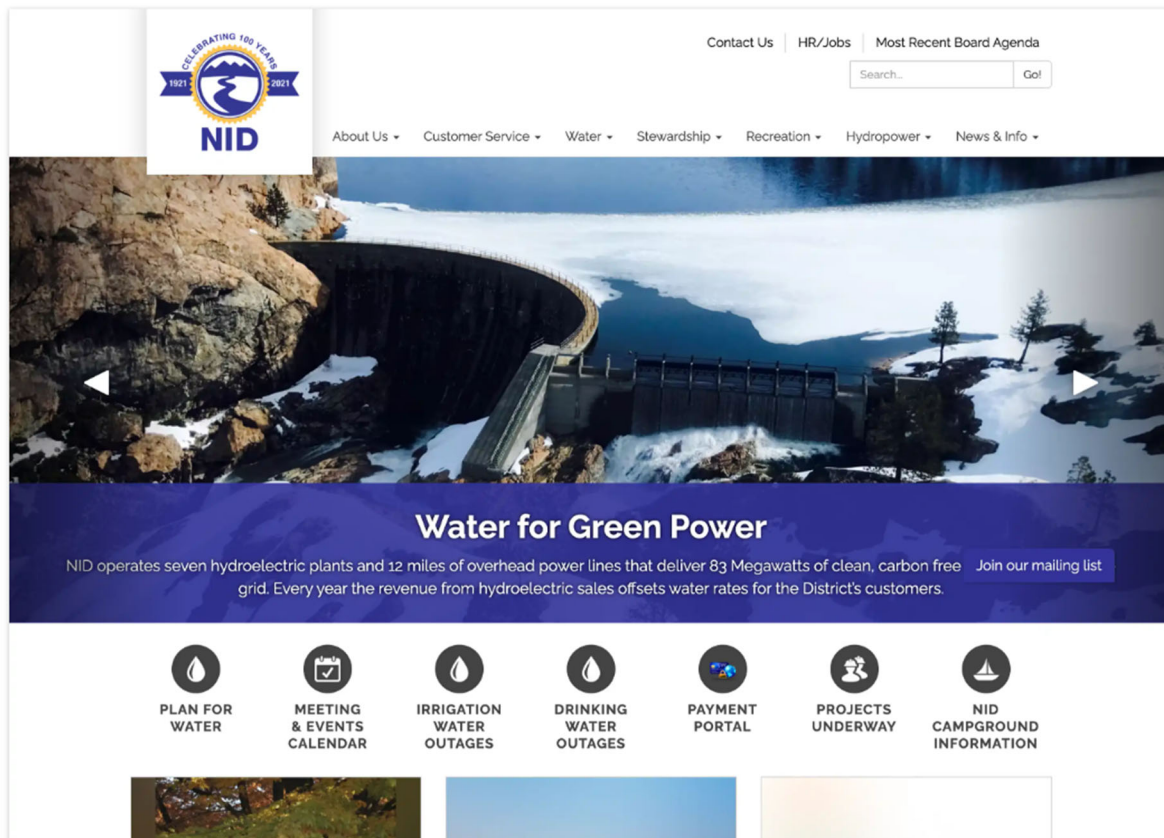
### **Recommendation**

Staff is requesting direction from the Committee on any preferences or specific information that should be included on the new website, as well as input on the style of the new website.

## Website Designs

The following are examples of websites designed by Streamline for existing clients. They follow a general pattern and can be customized with whatever hot button links we find important or used frequently by our landowners. Ideas for Northern's site would include links for board/committee meetings, permit and plat information (as well as an option to pay online), budget information, District map and GIS link, etc.

Examples of other sites can be found on Streamline's website: [Streamline Website Gallery](#).





# FAIR OAKS WATER DISTRICT

The mission of Fair Oaks Water District is to provide our community with an adequate and reliable supply of water, exceeding all drinking water standards, at the lowest reasonable cost.

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**Projected Record Low Folsom Lake Water Level Paints ...**  
 Fair Oaks Water District Asks Customers to Voluntarily Reduce Water Use by at Least 20 Percent

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- EMPLOYMENT
- BOARD MEMBERS
- MEETINGS
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### Finance

The Finance department is responsible for managing the District's financial resources, including financial control, accounting, budgeting, producing financial reports, investments, and developing long...



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### District Map

The Riverside-Corona Resource Conservation District serves the...

**NOTICE OF PUBLIC RELATIONS COMMITTEE MEETING  
NORTHERN PALM BEACH COUNTY IMPROVEMENT DISTRICT**

YOU ARE HEREBY NOTIFIED that a meeting of the Public Relations Committee of the NORTHERN PALM BEACH COUNTY IMPROVEMENT DISTRICT will be held in the Administrative Building/Emergency Operations Center, 359 Hiatt Drive, Palm Beach Gardens, Florida on September 11, 2024 at 8:00 A.M.

The purpose of this meeting is to transact any and all business to come before the Committee.

If a person decides to appeal the decision of the Committee with respect to any matter considered at the meeting herein referred, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.

In accordance with the Americans with Disabilities Act, persons needing a special accommodation or an interpreter to participate in this proceeding should contact Northern's offices by calling (561) 624-7830 at least 48 hours prior to the date of the proceeding.

DATED THIS 3<sup>RD</sup> DAY OF SEPTEMBER, 2024.

Board of Supervisors  
Northern Palm Beach County Improvement District