

**Coachella Valley Public Cemetery District**  
Special Meeting  
Friday, July 23, 2021 - 8:00 AM

A Special Trustees Meeting of the Governing Board of the Coachella Valley Public Cemetery District (CVPCD) was held at Coachella Valley Community Trust – 45-149 Smurr Street Ste. A, Indio, CA 92201, on Friday, July 23, 2021 at 8:00 a.m. Pursuant to the Executive Order N-29-20 as a result of COVID 19, the meeting was also conducted via Zoom. Meeting information posted was as follows: Meeting ID: 835 3349 2482 Passcode: 1234

**CALL TO ORDER:**

Chairman Ernesto Rosales called the meeting to order at 8:03 a.m., those in attendance were as follows:

Trustees Present: Ernesto Rosales, Chair and Judy Vossler, Vice-Chair, Trustees Marcos Coronel, John Rios, Bruce Underwood

Trustees Absent: none

Additional Participants: Josh Bonner, General Manager, Kathryn Herrera, Clerk of the Board, Heather Taylor, Executive Assistant, Matt McCue, CVPCD Administrative Services Consultant and Carlos Campos, District Counsel with Best Best & Kreiger LLP

Additional Participants Via zoom: Betsy Adams, Glen Lazof of Regional Government Services, Isabel Safie and Albert Maldonado of Best Best & Kreiger LLP

**FLAG SALUTE**

Led by Trustee Underwood

**MOMENT OF SILENCE**

**PUBLIC COMMENT:**

None

**ADDITIONS TO THE AGENDA:**

No additions to the agenda apply as this is a Special Meeting – reorganization is allowable.

Trustee Underwood requested the entire Consent Calendar be pulled and approved individually.

**CONSENT CALENDAR: BOARD MINUTES AND FINANCE AND ADMINISTRATION**

**1.1 Registration - California Special District Association Annual Conference**

August 30-September 2, 2021, Monterey CA. The focus of this conference will be the role special district staff and elected officials have been required to assume through the challenges of COVID-19, and the unique ways to meet challenges by providing essential services in difficult times. The conference promises to offer inspiring and motivating sessions that allow attendees to learn new management strategies, make new connections, and share innovative ideas to help their district in challenging times.

General Manager request budget of \$5,000 to send GM & 2 additional attendees to the 2021 CSDA Annual Conference.

Motion: Vossler: to approve \$5,000.00 budget  
2<sup>nd</sup>: Rios  
Yes: Coronel, Rios, Rosales, Underwood, Vossler  
No: None  
Absent: None  
Abstain: None  
**\*\*Motion Carries\*\***

### 1.2 Review of Creative Proposal for Coachella Valley Public Cemetery District Brand Identity Including Logo and District Seal.

As part of ongoing efforts to evaluate the Coachella Valley Public Cemetery District (CVPCD) brand and go-to-market strategy, the CVPCD engaged with marketing professionals to address needs in the areas of website, district seal, and logo design. An initial marketing concept was presented to the CVPCD Board of Trustees, those designs were subsequently referred to the IT Committee for further consideration and design work. It was important that the design reflect the almost 100-year history of the district and what it means to the community. The committee decided to utilize the most iconic part of our cemetery as the primary design element, the administration building. This building with its unique architectural features has become synonymous and will help the seal and logo accurately reflect the Cemetery within the community. The CVPCD marketing efforts moving forward will adopt all elements of the approved design into current and future go-to-market strategies.

Motion: Vossler: to approve the design attached as exhibit 'A'. The financial impact to the CVPCD will be \$1,000 for the finished design work.  
2<sup>nd</sup>: Underwood  
Yes: Coronel, Rios, Rosales, Underwood, Vossler  
No: None  
Absent: None  
Abstain: None  
**\*\*Motion Carries\*\***

### 1.3 Adoption of Audio-Visual Services Agreement for Installation of Conferencing Equipment at New Administration Building.

The Board of Trustees previously allocated budget of \$30,000.00 for the purpose of establishing a new administration building, as part of the project the administration building will require installation of Audio and Visual equipment to properly conduct board meetings and broadcast digitally for remote viewership. Staff requested quotes from qualified local AV firms and is recommending the Board approve the contract for services with AVIR, Inc. The financial impact to the CVPCD will be approximately \$14,556 for purchase and installation of all AV equipment.

Motion: Coronel: to Approve Vendor and amount noted.  
2<sup>nd</sup>: Vossler  
Yes: Coronel, Rios, Rosales, Underwood, Vossler  
No: None  
Absent: None  
Abstain: None  
**\*\*Motion Carries\*\***

#### 1.4 Amount due to the Internal Revenue Service

A letter was received by the District from the Internal Revenue Service requesting payment of an amount due. The District's CPA has recommended that the amount be paid and researched after payment to avoid any further penalties or interest. If there is a resolution to the issue once payment has been made there would be recovery of any amounts not owed.

Motion: Vossler: Pay the amount due to avoid any further penalties and interest and have the District's CPA follow up on the issue.  
2<sup>nd</sup>: Rios  
Yes: Coronel, Rios, Rosales, Underwood, Vossler  
No: None  
Absent: None  
Abstain: None  
\*\*Motion Carries\*\*

#### TRUSTEES ACTION ITEMS

##### 2.1 Resolution 105 Amend Employer Paid Contribution

Resolution No. 105 to amend the CalPERS Employer Paid Member Contribution for CalPERS - Classic Members to pay a portion of the member contribution

In order to save on pension costs, the adoption of Resolution No. 105 will amend the CalPERS Employer Paid Member Contribution to have newly hired CalPERS Classic Member employees pay the 7%-member contribution and current CalPERS Classic Member employees pay half of the 7%-member contribution (3.5%), effective August 28, 2021. This contribution will be paid on a pre-tax basis pursuant to a Section 414(h)(2) resolution adopted by the Board on June 14, 2017. Resolution No. 105 will not affect the District's current CalPERS PEPRAs Member employees who were hired after the January 1, 2013 effective date of the California Public Employees' Pension Reform Act of 2013 (PEPRA). PEPRA Member employees will continue to pay the full amount of the member contribution.

Motion: Underwood: Adopt Resolution 105 for Employer Paid Member Contributions.  
2<sup>nd</sup>: Vossler  
Discussion: BBK is drafting a letter to notify the affected members, as of the meeting date the letter had not been drafted but would be completed by Monday 7/26/2021. Coronel requested Legal counsel report back in the August meeting.  
Yes: Coronel, Rios, Rosales, Underwood, Vossler  
No: None  
Absent: None  
Abstain: None  
\*\*Motion Carries\*\*

##### 2.2 Review of Proposed Coachella Valley Public Cemetery District Operating Budget for the Fiscal Year 2021-2022.

General Manager Bonner reported to Trustees that the review of the Budget presented would give all one last time to provide an opinion before formal approval that will take place at the 8/6/2021 Trustee Meeting. Matt McCue,

CVPCD Administrative Services Consultant advised Trustees that the Budget should be reviewed on a quarterly basis or at the very least in six months. Budget information will be provided to Trustees on a regular basis.

### 2.3 Resolution No. 104 Updating Resolution No. 85

Resolution No. 104 for the purpose of amending Resolution No. 85 (updating District Treasurer) and reaffirming financial independence.

The District previously adopted Resolution No. 85 which allowed the District to submit a request to withdraw its funds from the control of the county treasury. Amending Subsection (B)(2) of Resolution No. 85 updates the district treasurer by not specifying a name with the General Manager title. The Resolution also reaffirms that the District is a financially independent public cemetery district. When the Fiscal Year 2021/2022 Budget is adopted, the budget along with Resolution No. 104 would be provided to the Auditor-Controller's Office.

Motion: Coroneel: Adopt Resolution 105 amending Subsection (B)(2) of Resolution No. 85  
2<sup>nd</sup>: Vossler  
Yes: Coroneel, Rios, Rosales, Underwood, Vossler  
Discussion: Although Coroneel agrees with the resolution passing, he is not in agreement with the timeline and concerned about how the County might react. Trustees requested the removal of the fourth paragraph of the resolution that reads:  
Whereas, the District seeks to reaffirms that it is a financially independent special district as provide for in Code Section 9077.  
No: None  
Absent: None  
Abstain: None  
\*\*Motion Carries\*\*

2.4 Discussion of RESOLUTION NO. 107 Regarding Meeting Compensation and Occurrences Compensation Policies  
Legal Counsel advised that this item is to be revised and brought back for review in August 2021 Trustee Meeting.

## INFORMATIONAL ITEMS

3.1 Presentation and Team Introduction by J&S Creative Agency Development of New Web Site.  
The website design will integrate the color schemes approved in item 1.2 of this meeting. Andrew Portner, Senior Digital Manager should have a design to share with Trustees by the end of August 2021.

\*\*The balance of the Agenda will be moved to after Closed Session in order to accommodate guest.

Open Session adjourned for Closed Session; Closed Session convened at 9:22 a.m.

## CLOSED SESSION ITEMS

5.1 CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION  
Significant Exposure to Litigation, pursuant to Government Code Section 54956.9(d)(2)/(e)(1)  
Five Potential (5) Cases

Closed session adjourned; Open Session convened at 11:06 a.m.

Attorney Carlos Campos reported: Direction was received, no reportable action.

## INFORMATIONAL ITEMS

### 3.2 Training and Information Session – Use of Base Camp

General Manager Bonner requested item to be pulled and included in the August 2021 Agenda

### 3.3 Security Ad-hoc Committee

Communication challenges with vendor, General Manager Bonner will email vendor with a timeline, possibly request an RFP if vendor continues to be non-responsive.

### 3.4 Information Technology Ad-Hoc Committee

Spectrum has changed their contract quote for line upgrade and a significant fee would have to be paid by Cemetery; Matt McCue, Administrative Services Consultant suggests a tie in from Administrative Office to Cemetery Office. Southwest Networks, the IT company for the Cemetery, agree the cost would be significantly less if Cemetery can execute, another option suggested is to run fiber optic cable between offices. The project will be reviewed for further action.

### 3.5 Office Operations Ad-Hoc Committee

Coronel thanked staff for accommodating to new office hours which have been extended to 6:00 p.m. Monday thru Friday.

### 3.6 FY-2019/2020 Audit/Budget Ad-Hoc Committee

Underwood reported that the District is in need of a standing finance committee; also has concerns about a budgeted amount previously approved for the purchase of a second District vehicle specifically the need for the second vehicle. General Manager Bonner reported that the direction received from Trustees is to move forward with the purchase of the two vehicles.

### 3.7 Maintenance Operations

Nothing to report

## TRUSTEE/GENERAL MANAGER COMMENTS

Underwood: Suggests District go out for RFP for General Counsel. Concerned about time allotted for each of the monthly trustee meetings.

General Manager Bonner: Some of the items on schedule for the August 6 Agenda are as follows: Adoption of the 2021-2022 Budget, Bylaw Revision, Foundation options, Grant application for irrigation system, Investment options. The Pressure tank replacement is moving along and we continue to communicate with the County of Riverside on this project. The Employee Handbook will be included in the September agenda.

**ADJOURNMENT: 11:34a.m.**

## NEXT MEETING TIME, DATE AND LOCATION

Next regular scheduled Trustee Meeting is: Friday, August 6, 2021 8 a.m.

Respectfully Submitted,

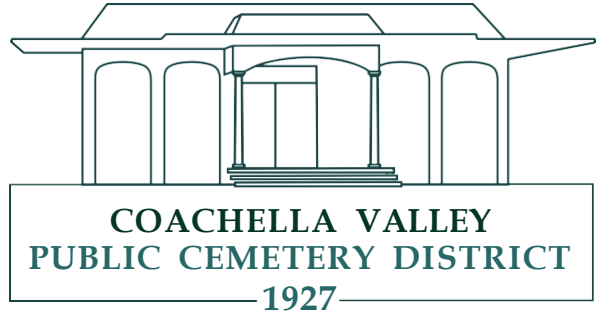
Kathryn Herrera

Clerk of the Board

Approved: Oct. 15, 2021 BOT Meeting

# Brand Board

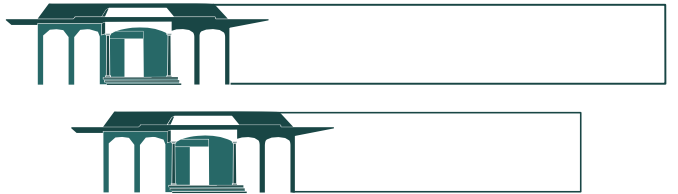
## PRIMARY LOGO/SEAL



## FAVICON



## LOGO VARIATIONS





COACHELLA VALLEY  
PUBLIC CEMETERY DISTRICT

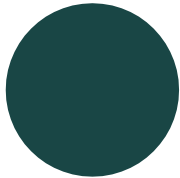
CVPCD

COACHELLA VALLEY  
PUBLIC CEMETERY DISTRICT

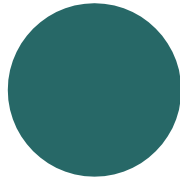
COLOR PALETTE



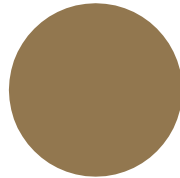
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CMYK - 86,71,60,74



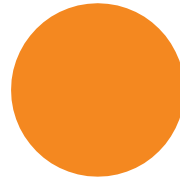
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RGB - 26,70,69  
HSL - 179, 46%, 19%  
CMYK - 87,53,62,44



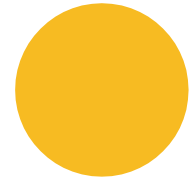
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RGB - 39,104,104  
HSL - 179, 46%, 19%  
CMYK - 84,42,55,21



HEX: 92774F  
RGB - 146,119,79  
HSL - 36, 30%, 44%  
CMYK - 42,49,77,10



HEX: F58800  
RGB - 244,136,32  
HSL - 36, 30%, 44%  
CMYK - 1,56,100,0



HEX: F8BC24  
RGB - 247, 187,34  
HSL - 33, 100%, 48%  
CMYK - 3, 27,96,0

FONTS

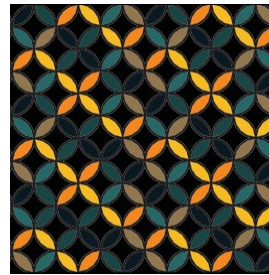
SabonNext LT

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Helvetica LT Light

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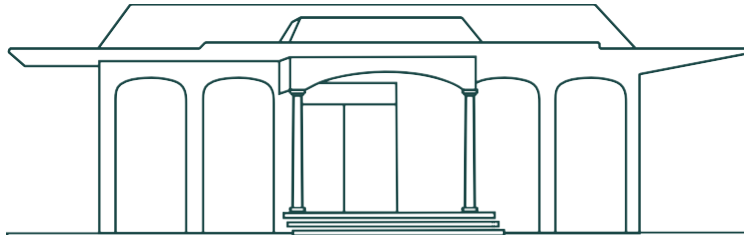
COLOR HARMONIES





**COACHELLA VALLEY  
PUBLIC CEMETERY DISTRICT**

1927



**COACHELLA VALLEY  
PUBLIC CEMETERY DISTRICT**

1927

