

**MINUTES OF THE SPECIAL MEETING
OF THE GOLETA WEST SANITARY DISTRICT
UCSB CAMPUS, PARKING LOT 32, SANTA BARBARA, CALIFORNIA
May 9, 2011**

CALL TO ORDER

President Geyer called the meeting to order at 6:30 P.M.

BOARD MEMBERS PRESENT

Craig Geyer
Dr. David C. Lewis
Eva Turenchalk

BOARD MEMBERS ABSENT

Dave Bearman, M.D.
Larry D. Meyer

STAFF PRESENT

Diane P. Powers, Secretary; Mr. Mark Nation, General Manager/Superintendent; Ms. Alexandra M. Barnhill Counsel

OTHERS PRESENT

Mr. John R. Fox, Director, Goleta Sanitary District; Mr. Brian Robinson, Terrain Consulting

APPROVE THE ORDER OF THE AGENDA

There was no change to the order of the agenda.

PUBLIC INPUT

There was no public input presented at this time.

MINUTES

(11-05-29)

Upon a motion by Director Turenchalk, seconded by President Geyer the Board unanimously approved the minutes of the regular meeting of May 3, 2011 as written.

ACTION ITEMS

1) Discussion of changing official name of the District – Workshop #2

President Geyer observed that the names GSD and GWSD are too similar. Brian Robinson pointed out that the Board may or may not wish to change the name of the District. He then went on to discuss the concept of rebranding as a means of educating the public through a public information effort. Mr. Robinson explained that there are three (3) items to consider surrounding a name change: (i) geographic nature of the name; (ii) a functional description; (iii) description of other services provided by the District, such as environmental efforts.

Mr. Robinson previewed three (3) possible name change options: (i) name remains status quo, but with a modernized logo; (ii) Isla Vista-Goleta Sanitary District and a tag line that is very specific as to what we do and who we are; (iii) Dos Pueblos Sanitary & Environmental Services (rectangular logo rather than oval).

He enlightened the Board with the explanation that the words Dos Pueblos means two villages. Mr. Robinson made it clear that it is important to have a geographic anchor in the name.

Director Lewis suggested incorporating on any literature that the new name was formerly the GWSD. Director Turenchalk preferred the name Isla Vista-Goleta Sanitary & Environmental Services. President Geyer suggested that the name include the word District and that he is in favor of removing any reference to the name Goleta. He did, however; suggest that the Board move forward with a name change for the District to lessen confusion, and was partial to the name Dos Pueblos and the new logo style. Director Lewis suggested that the tag line read, serving Isla Vista and western Goleta Valley.

President Geyer suggested Coastal Sanitary District. Mr. Robinson replied that it would add another layer of confusion. Director Turenchalk prefers including Isla Vista in the name since the District provides a number of services to the Isla Vista community. President Geyer agreed that both our constituents in Isla Vista and Goleta would prefer a combined name. Director Turenchalk suggested keeping out the word west so as not to confuse the name with GWD.

Mr. Robinson will return to the Board with three (3) design concepts and tag lines.

COMMUNICATIONS

The communication was noted as received.

REPORTS

LAFCO Meeting

President Geyer reported on the May 5, 2011 LAFCO meeting. He reported that the LAFCO Budget and Fee Schedule were put off to a later date. He added that there was a great deal of discussion by the Commission that was very beneficial.

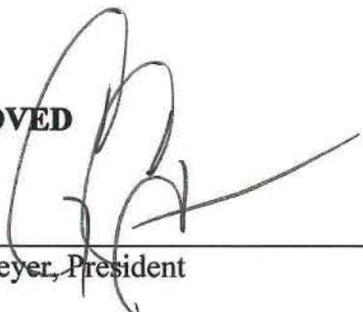
IVR&PD Board Meeting

Director Lewis provided a report on the April 14, 2011 IVR&PD Board Meeting.

ADJOURNMENT

There being no further business, President Geyer adjourned the meeting at 7:17 P.M.

APPROVED



Craig Geyer, President



Diane P. Powers, Secretary