



**Regular Meeting Agenda  
9:00 AM**

**OCTOBER 12, 2021**

**REX PHEBUS VETERANS  
MEMORIAL BUILDING**

CALL TO ORDER  
FLAG SALUTE  
ROLL CALL  
WELCOME GUESTS

808 4TH STREET  
CLOVIS, CA

**1. Public Comments/Presentations on Non-Agenda Items**

**2. Consent Agenda**

- 2.a** Approval of Agenda  
Approval of Minutes  
Approval of Warrants

[9.14.21\\_Ed Committee Meeting Minutes.docx](#)

[9.28.21 Board Meeting Minutes.docx](#)

[9.9.21\\_Board Meeting Minutes.docx](#)

**3. Agenda Items**

- 3.a** Third Street Right of Way Approval  
Review and approve the updated purchase price for the Third Street Right of Way purchase by the City of Clovis.

[3rd Street ROW.pdf](#)

- 3.b** Policy Updates  
Review and approve policies.

[10.21\\_Social Media Policy\\_V1.docx](#)

[10.21\\_Invocation Policy\\_V1.docx](#)

**4. Administrative Reports**

- 4.a** CEO Updates  
Update the Board of Directors on current meetings and projects.

- 4.b** Administrative/Operational Updates.  
Update the Board of Directors on current administrative and operational updates.
- 4.c** Calendar of Updates  
Update the Board of Directors on upcoming events.
- 4.d** Veterans Day  
Review Veterans Day events and schedule.

**5. Board Items**

- 5.a** Education Committee Update

**6. Adjournment**

Note:

This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. Posting locations are: 1) CVMD Website; and 2) Front doors of 808 4th Street, Clovis, CA (24 hour access available on CVMD website and on front doors).

In accordance with California Government Code Section 54957.5, any writing or document that is a public record, relates to an open session agenda item and is distributed less than 72 hours prior to a regular meeting, will be made available for public inspection in the District offices during normal business hours. If, however, the document is not distributed until the regular meeting to which it relates, then the document or writing will be made available to the public at the location of the meeting.

The board meeting is accessible to the physically disabled. A person who needs disability-related accommodations or modification in order to participate in the meeting shall make a request no later than (5) working days before the meeting to the Board by contacting the Clovis Veterans Memorial District's main office at (559) 299-0471 or sending a written request Clovis Veterans Memorial District, 808 4th Street, Clovis, CA 93612.



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Consent Agenda

**AGENDA SECTION:** Consent Agenda

**SUBJECT:** Approval of Agenda  
Approval of Minutes  
Approval of Warrants

## SUGGESTED ACTION:

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### ATTACHMENTS:

- [9.14.21\\_Ed Committee Meeting Minutes.docx](#)
- [9.28.21 Board Meeting Minutes.docx](#)
- [9.9.21\\_Board Meeting Minutes.docx](#)

CLOVIS VETERANS MEMORIAL DISTRICT  
EDUCATION COMMITTEE  
SPECIAL MEETING MINUTES

A Special Meeting of the Clovis Veterans Memorial District Board of Directors was held on Tuesday, September 14, 2021. The Chairman called the meeting to order at 2:00 PM followed by the flag salute.

**1. Public Comments/Presentations on Non-Agenda Items**

Guests: Matthew White from Turning Point USA and Dr. William Rice

**2. Consent Agenda**

**2.a Approval of the Agenda**

August Flach moved to approve the agenda , Alan Fry seconded the motion.  
Motion Carried 4-0.

Ayes: Patrick Ruth, Tom Wright, August Flach, Alan Fry  
Nays: None

**3. Agenda Items**

**3.a Educational Programs**

CEO Lorenzo Rios started out the meeting by asking everyone's input on the National Archives "Six Big Ideas in the Constitution". Director Flach was in favor of using this curriculum for the summer program. Dr. William Rice expressed that the constant calibration of government was missing and that we have the ability to change or effect the constitution. We have very defined limits of how to recalibrate and that should be included.

Chairman Wright mentioned having a meeting with Mr. Rios and Stephen Fogg, a CUSD Board Member to get feedback on the committee's ideas for this summer program. The best route may be to not impose on the school's curriculum, but to start it as an on-campus club and progress from there through community service and projects before introducing the summer program. Mr. Rios acknowledged that there are layers to bureaucracy which means the idea needs to be developed internally and then introduced

to the on-campus clubs. Going through the school system will likely take too long. Turning Point USA might be an access point when it comes to engaging with the students. Mr. Rios thought it may be best to re-imagine this program and work with high school clubs to recruit for the Summer 2022 Program. This would be phase 1 to get students interested in the topic.

Mr. Alan Fry asked Matthew White with Turning Point how many schools they are at, if there were leadership students involved and if they have teacher support. Mr. White informed the committee that they have clubs at Clovis West High School and Clovis North High School with teacher support. Some of the students are involved in the leadership program at their school and want to have more in-depth conversations about the values of what it means to be an American. They have weekly open forum meetings with a theme. Mr. Rios expressed that moving forward the committee could use the clubs to recruit from then have them provide feedback then from there try to include younger students such as 7<sup>th</sup> and 8<sup>th</sup> graders.

Director Flash pointed out that The Big Six curriculum that the group has been looking at is meant for 9<sup>th</sup>-12<sup>th</sup> grade. How do we accommodate 7<sup>th</sup> & 8<sup>th</sup> grade? Mr. Rios responded with the idea that educators will be able to see the value in this program if it has a curriculum and is well thought out, not simply thrown together. Chairman Wright thought that trickle down from high school to middle school might work by having the high schoolers reach out to younger students. However, there was a concern that the recent COVID-19 pandemic may have affected their social skills. Mr. Rios thought it might be best to table the idea of including 7<sup>th</sup> and 8<sup>th</sup> graders for now.

The Chairman felt strongly about making sure that there is more in-depth encouragement and remind the students what character means and where these meanings stem from. Which lead to a discussion about including the “Medal of Honor” group to help teach students about character and character development.

Director Ruth mentioned that Buchanan High School has a similar club named “Young Americans for Freedom” that would make for a great opportunity for a pilot program along with other established groups that can provide feedback on the program this committee is wanting to start. Chairman Wright agreed that once one school is doing it the other schools will want to follow suit much like the Military Signing Days now implemented in the schools. Mr. Rios agreed that it would catch like wildfire and that the committee should pick one school to start and help work out any kinks.

Dr. Rice spoke up about how the curriculum is presented stating that it should be presented as a living person/document that recalibrates constantly. Make it include THEM. It's all about how you present it and making sure the students identify with the content. How do we look at the constitution? How do you get people engaged? Make it alive and vibrant - what rights does it give me that we need to act upon? What are you

getting these students to think about? He then suggested using the human body as an example. Mr. White thought it would be a fantastic idea to bring a body replica to campus to encourage students to engage; Dir. Ruth agreed and added that many would likely benefit from the visual presentation that it would bring. The committee discussed how to use the established clubs to help initiate this program. Mr. Rios proposed taking 3-5 days to make a curriculum, have students in these clubs review the curriculum to get feedback, then look 12 months out - what themes can we encourage them to dive into it for monthly projects for the District to help resource. Not just a one & done in the summer, keep engaged with the established groups. Dir. Ruth agreed to follow up with Buchanan High School's principal to help focus the curriculum along with Chairman Wright and Mr. Rios meeting with them and set up a meeting with Roy Oken, son of Stan Oken, to help assist with some of the fun aspect since he is familiar with curating that type of environment.

There was additional discussion about the former idea of inserting liaisons in the schools. The thought now is that the club advisors would be the liaisons. Mr. Rios felt that it may be best to take a different approach and try to connect with the students in these clubs to begin with. Mr. Fry was under the impression that the liaison was meant to be an advocate to get teachers on involved and on board with planning debates, activities and more. Maybe the school Activities Directors or Assistant Activities Directors. The committee's number one priority is to get the program started.

There was additional discussion regarding a name for the program. Mr. Rios proposed "America's Mind, Body & Spirit" and Director Flach suggested "The Constitution: Heart and Soul of America". The committee is looking for a simple, clean and straight forward name that gives people the idea without a lot of content. There was some final discussions about the Veterans Day Student Art Contest theme and Mr. White proposed to implement some of the ideas that have come up in these meeting at Turning Point USA's event on October 2<sup>nd</sup>.

The next meeting was agreed to be scheduled for September 28<sup>th</sup> at 2pm.

#### **4. Board Items**

#### **5. Adjournment**

With no further business to discuss the committee adjourned at 3:38 PM.

Reviewed by  
Lorenzo Rios  
CEO

Approved by  
August Flach

Board Secretary

CLOVIS VETERANS MEMORIAL DISTRICT  
EDUCATION COMMITTEE  
SPECIAL MEETING MINUTES

A Special Meeting of the Clovis Veterans Memorial District Board of Directors was held on Tuesday, September 28, 2021. The Chairman called the meeting to order at 3:00 PM followed by the flag salute.

**1. Public Comments/Presentations on Non-Agenda Items**

Chairman welcomed guests: Linda Branum, Gerald Hayden and Matthew White

**2. Consent Agenda**

August Flach moved to approve the agenda, Don Watnick seconded the motion. Motion Carried 5-0.

Ayes: Tom Wright, Alan Fry, Frank Ducar, Don Watnick, August Flach

Nays: None

**3. Agenda Items**

**3.a October Meetings**

The committee looked at October 12<sup>th</sup> and 26<sup>th</sup> for their next meetings. They agreed that 2pm would work for both dates.

**3.b Educational Programs**

CEO Lorenzo Rios began the meeting with a reminder that Turning Point USA is hosting their student summit Saturday, October 2<sup>nd</sup> at the Clovis Veterans Memorial District. They are expecting about 50 students and Mr. Rios has been invited to be one of the speakers.

Mr. Rios and Chairman Wright spoke about their meeting with Buchanan High School Principal Omar Hemaïdan and that he needs time to find the right teacher to be involved and is looking to meet and discuss this with his counselors. Mr. Rios is waiting to hear back from Roy Oken from WonderValley, their role would be to assist with keeping the program fun and exciting since they often host leadership programs. The District has, also, recently connected with the counselors that have been involved in Military Signing

Day and trying to organize a meeting with all of them to see if they're interested in this program.

Mr. Rios then asked for feedback on the National Archives curriculum, the committee thought it was a good option if it includes Constant Calibration as well as the Six Big Ideas.

Ch. Wright expressed that the best course of action should be to start at one school, Buchanan, to gather support and solidify the program before other schools begin to catch on and partake. Dir. Watnick asked what Administration feedback has been like, Ch. Wright informed that they seem to be in support and excited about the program, but they need specifics. Dr. Stephen Fogg, in his meeting with Mr. Rios and Ch. Wright though it would be great to get the students involved in the community to spread the word and make them visible to the community. However, educators have also mentioned that the students seem to be more sensitive to socialization after the pandemic, but maybe a program like this would help their socialization skills.

Matthew White discussed details about Turning Point's upcoming summit and invited the committee to join. The event is on October 2<sup>nd</sup>, in the Veterans Room from 8:00am to 4:00pm and then dinner until 6:00pm, Mr. Rios is their first speaker in the morning. Mr. White also let the committee know that the students with Turning Point USA have been active in meetings and some college groups have begun to plan events.

Chairman Wright wrapped up the meeting with a list for the next agenda

- Hear feedback about Turning Point USA summit
- What are some community projects the program can encourage?
- Pin down a name for the program

The names proposed as of now are listed:

- "America's Mind, Body & Spirit"
- "The Constitution: Heart and Soul of America"
- "Students of America"
- "Student's for American Ideals"

Mr. Rios thought it might be nice to speak to Buchanan's Young Americans for Freedom club, offer to use their name and put together a conference or summit for them and link it back to the school. There were expressed concerns that it may infringe on the club.

#### 4. **Administrative Reports**

None.

#### 5. **Board Items**

None.

**6. Adjournment**

With no further business to discuss the meeting was adjourned at 3:29pm.

Reviewed by  
Lorenzo Rios  
CEO

Approved by  
August Flach  
Board Secretary

CLOVIS VETERANS MEMORIAL DISTRICT  
BOARD OF DIRECTORS  
REGULAR MEETING MINUTES

A Regular Meeting of the Clovis Veterans Memorial District Board of Directors was held on Thursday, September 9, 2021. The Chairman called the meeting to order at 9:00 AM followed by the flag salute.

**1. Public Comments/Presentations on Non-Agenda Items**

No public presentations

**2. Consent Agenda**

**2.a Approval of Agenda**

**Approval of Minutes**

**Approval of Warrants**

Patrick Ruth moved to approve the consent agenda as presented, Director Watnick seconded the motion.

Motion Carried 4-0.

Ayes: Tom Wright, Don Watnick, August Flach, Patrick Ruth

Nays: None

**3. Agenda Items**

**3.a Third Street Right of Way Approval**

Amy Whitacre, Director of Operations, shared with the Board the City of Clovis' desire to purchase the Third Street Right of Way. The Board has asked that a caveat be put in the agreement that if a roundabout is not to be put in by 2030, the property should be given back to the District at the same price, or less if appraised as less. District staff will reach out to City representatives regarding the addition to the purchase agreement. The agreement will be brought back to the Board of Directors during the next regular board meeting.

**3.b 299 Lease Agreement & RFP**

District staff shared with the Board of Directors the 299 Lease Agreement and RFP. The Board of Directors asked about the timeline of the RFP being released and bids coming in. Staff stated they will have responses by November or December of this year. Director Watnick asked if we had any individuals interested in leasing the facility, and staff informed him that we had calls regarding leasing the space.

Patrick Ruth moved to approve the 299 Lease Agreement & RFP as presented, Don Watnick seconded the motion. Motion 4-0.

Ayes: Tom Wright, Don Watnick, August Flach, Patrick Ruth

Nayes: None

**3.c District Chief Executive Officer (CEO) Employment Agreement**

Prior to taking final action on the salary or fringe benefits of local agency executive, which include the District's CEO, Government Code Section 54953(c)(3) requires a summary of the recommendation for final action which was read by the Chairman of the Board.

Patrick Ruth moved to amend No. 1 to the Employer Agreement between the Clovis Veterans Memorial District and Lorenzo Rios, and authorize the Board Chairman and Secretary to execute the agreement on behalf of the District , Don Watnick seconded the motion. Motion Carried 4-0.

Ayes: Tom Wright, Don Watnick, August Flach, Patrick Ruth

Nayes: None

**3.d District Appreciation Policy & Handbook Update**

District staff presented the 457b District Policy for review and approval. CEO Rios read in to record proposed Policy 2021-09-01: District Appreciation Policy.

August Flach moved to approve the District Appreciation Policy as presented , Don Watnick seconded the motion. Motion Carried 4-0.

Ayes: Tom Wright, Don Watnick, August Flach, Patrick Ruth

Nayes: None

Patrick Ruth moved to approve the 457b Policy as presented, August Flach seconded the motion. Motion Carried 4-0.

Ayes: Tom Wright, Don Watnick, August Flach, Patrick Ruth

Nayes: None

**3.e Veterans Day**

District staff reviewed the plans for Veterans Day with the Board of Directors. The events planned for the day include: car show, Patriotic Concert, VFW Post 3225 Pancake Breakfast, Faces of Our Veterans exhibit, and Veterans Day Dinner.

Quotes were presented from Pardini's and The Painted Table. The board agreed to move forward with Pardini's quote, however Director Watnick asked for a different food choice. District staff will inquire with Pardini's about other options.

**4. Administrative Reports**

#### **4.a CEO Updates**

CEO Rios shared with the Board and the community various meetings he participated in, including: CA 9/11 Board Meeting, Commanders Breakfast, Education Committee Meeting, CSDA Annual Conference, Veterans Roundtable, and an interview with Fox 26 and the U.S. Army Medical Recruitment.

#### **4.b Administrative/Operational Updates.**

Ms. Whitacre shared with the Board of Directors that the District has hired a new Marketing Associate Emily Thompson and an Operations Team Member Jacob Trumble. The District is actively looking for part time operations team members and two part time receptionists.

#### **4.c Calendar of Updates**

District staff shared with the Board upcoming events, including:

- September 10th- Buchanan High School 9/11 Remembrance
- Event September 11th- CA 9/11 Memorial Remembrance Event
- September 12th- AUSA POW/MIA Concert
- September 17th- Military Appreciation Night

### **5. Board Items**

Chairman Wright, Director Ruth, and Director Watnick shared their experiences at the CSDA Annual Conference.

#### **5.a Education Committee Update**

The District's Education Committee shared with the Board that the committee is working on a summer curriculum revolving around the Constitution and civic engagement in conjunction with local veterans organizations and youth organizations.

### **6. Adjournment**

With no further business to discuss the Board adjourned at 10:25am.

Reviewed by  
Lorenzo Rios  
CEO

Approved by  
August Flach  
Board Secretary



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Agenda Items

**AGENDA SECTION:** Agenda Items

**SUBJECT:** Third Street Right of Way Approval

**SUGGESTED ACTION:** Review and approve the updated purchase price for the Third Street Right of Way purchase by the City of Clovis.

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**ATTACHMENTS:**  
[3rd Street ROW.pdf](#)

# Appraisal Summary Sheet

Project Number/ID	SEC Hughes & Third
APN	492-173-11T
Property Address	Undefined
Date of Value	August 2, 2021
Total Parcel Size	14,810 SF
Zoning	M-U
Present Use	Public Use
Highest & Best Use	Commercial
Net Area to Be Acquired	158.24 SF

<b>Area to be Acquired:</b>	
Total Area = 158.24 SF @ \$15.00/SF	\$2,374.00
<b>Adjusted To</b>	<b>\$2,400.00</b>

<b>Severance Damages: (Cost to Cure):</b>	
None	<b>\$00.00</b>

<b>Benefits:</b>	
None	<b>\$00.00</b>

<b>Total Compensation:</b>	
Part Taken	\$2,400.00
Severance Damages	00.00
Benefits	00.00
<b>Total Compensation</b>	<b><u>\$2,400.00</u></b>
Note: The City is to make any repairs under separate contract	

# Appraisal Summary Sheet

Project Number/ID	SWC Hughes & Third
APN	492-171-06T
Property Address	301 Hughes Avenue, Clovis, CA 93612
Date of Value	August 2, 2021
Total Parcel Size	9,583 SF
Zoning	M-U
Present Use	Public Use
Highest & Best Use	Commercial
Net Area to Be Acquired	45 SF

<b>Area to be Acquired:</b>	
Total Area = 45 SF @ \$15.00/SF	\$675.00
<b>Adjusted To</b>	<b>\$700.00</b>

<b>Severance Damages: (Cost to Cure):</b>	
None	<b>\$00.00</b>

<b>Benefits:</b>	
None	<b>\$00.00</b>

<b>Total Compensation:</b>	
Part Taken	\$700.00
Severance Damages	00.00
Benefits	00.00
<b>Total Compensation</b>	<b><u>\$700.00</u></b>



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Agenda Items

**AGENDA SECTION:** Agenda Items

**SUBJECT:** Policy Updates

**SUGGESTED ACTION:** Review and approve policies.

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**ATTACHMENTS:**  
[10.21\\_Social Media Policy\\_V1.docx](#)  
[10.21\\_Invocation Policy\\_V1.docx](#)

## **Clovis Veterans Memorial District Social Media Policy**

This Social Media Policy (“Policy”) provides guidelines for the use of social media sites by the Clovis Veterans Memorial District (District).

### **I. STATEMENT OF PURPOSE**

The purpose of this policy is to provide guidelines for the establishment and use of social media sites by the District to convey information to the public.

The purpose of the District’s social media sites is to inform the public of information from the District regarding the District’s mission, meetings, activities, events, services and current issues to the residents of the District. This Policy recognizes the use of the internet by residents to communicate and obtain information about the District.

### **II. DEFINITIONS**

“CEO” means the Chief Executive Officer of the Clovis Veterans Memorial District.

“District Social Media Sites” means social media sites established and maintained by the District, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners. District Social Media Sites are to supplement, and not replace, the District’s required notices and standard methods of communication.

“Comment” or “Comments” mean and include any information, articles, words, pictures, videos or any other form of communicative content posted on a District Social Media Site.

“Content” means any information, data, text, music, sound, photographs, graphics, video, messages, or other material posted on a District Social Media Site.

“Other Social Media Sites” refers to social media sites not established and/or maintained by the District. Examples include but are not limited to Facebook, Flickr, Twitter, NextDoor, YouTube, Instagram, Blogs, etc.

“Post,” “posts” or “postings” mean information, articles, pictures, videos or any other form of communication posted on a District, community or other social media site.

“Social media” means all forms of user-created content tools, such as social networks, blogs, video sharing, pod casts, wikis, message boards, sites, platforms, and online forums – collectively known as “Web 2.0” or interactive use of the Internet. Technologies include, but are not limited to, picture and video sharing, wall postings (an area on a social network page where friends and “fans” can post their thoughts, views, or criticisms), email, instant messaging, etc. Familiar platforms include Facebook, Twitter, Instagram, LinkedIn, Pinterest, NextDoor, Snapchat, Reddit, Tumblr, Kik, Yik Yak, Flickr, YouTube, Blogger, Yelp and others, and includes all social media as it currently exists or may exist in the future.

“Public Relations Team” shall mean the District’s Public Relations Team, who is authorized to implement and administer this Policy, oversee all Social Media Sites, as well as establish, create and/or post content on behalf of the District on a District Social Media Site.

“Tag” or “tagging” means to create a link to a person or organization’s social media in the District’s social media post. The person/organization tagged in a post will be notified, and the post may be added to that person’s/organization’s timeline or news feed.

“User” means any member of the public using a District Social Media Site.

### **III. GENERAL INFORMATION**

The District Board of Directors has an overriding interest and expectation in deciding what is “spoken” on behalf of the District and its officials on social media sites and District Social Media Sites, and in protecting the integrity of the information posted on its social media sites. All official District presence on social media sites is considered an extension of the District’s information network. The District’s official website at [www.cvmndistrict.org](http://www.cvmndistrict.org) (or any domain owned by the District) shall serve as the primary form of communication. The use of District Social Media Sites and posting on other social media sites is intended to fall into two categories: 1) Methods for disseminating time-sensitive information as quickly as possible (e.g., emergency information); and 2) Marketing/promotional media, which increase the District’s ability to broadcast its messages to the widest possible audience.

The District intends to use District Social Media Sites to convey information to constituents that relate to public health and safety, public information, community information, and/or respond to inquiries regarding District services or activities. All postings are to be done to convey openness and transparency in government. Postings shall reflect the officially stated position of the District, and such positions may be determined by the CEO or their designee(s).

The CEO has designated the District’s Public Relation Team as their designee, and as such both shall be responsible for the implementation of this Policy. This Policy may be revised at any time.

### **IV. ESTABLISHING DISTRICT SOCIAL MEDIA SITES**

The establishment of District Social Media Sites is subject to approval by the CEO and subject to the following:

1. The social media network accounts will be created using an official District email account and should bear the name of the District. The account may also include the District’s official logo or other authorized logo approved in advance by the Public Relations Team.
2. All District Social Media Sites will utilize authorized District contact information for account set-up, monitoring, and access.
3. Use of personal email accounts or phone number by a District employee is not allowed for the purpose of setting-up, monitoring, or accessing District Social Media Sites.

4. All District Social Media Sites will comply with the General Policies set forth in Section V of this Policy.

The District reserves the right to terminate any District social media site at any time without notice.

**V. GENERAL POLICIES FOR DISTRICT SOCIAL MEDIA SITES**

**A. Required Content for All District Social Media Sites**

All District Social Media Sites shall clearly indicate that they are maintained by the District and shall prominently display District contact information. All District Social Media Sites shall include the official District seal and the following language:

*“This is the official (Social Media Site, e.g., “Twitter”) page for the Clovis Veterans Memorial District”*

Whenever possible, District Social Media Sites will link back to the official District website for forms, documents, online services, and other information necessary when possible.

The CEO or designee is authorized to post on behalf of the District and to external sites that are germane to the community (e.g., Sheriff’s Department, State of California, School District, etc.).

The District’s Social Media Policy shall be displayed to users or made available by hyperlink on District Social Media Sites.

**B. District Social Media Site Management**

District Social Media Sites shall be managed and moderated in accordance with this Policy. Employees administering a social media site on behalf of the District are expected to understand this Policy and the current terms of service for that site as well as follow this Policy.

District Social Media Sites shall be managed and moderated by the CEO or designee.

All postings are subject to review at the discretion of the CEO or Public Relations Team. All comments and postings to the District’s social media sites will be monitored. Content violating this Policy shall be reported to the Public Relations Team immediately for consultation and consensus on action.

In the absence of the CEO or his/her designee(s), other staff, as selected by the CEO, can fill the role of managing District Social Media Sites. The CEO or the Director of Operations has authority to terminate individuals’ administrative access to District Social Media Sites at any time without notice. Department designees and the Public Relations Team shall provide a monthly report to the CEO on all District Social Media Sites under their control and provide information as to who has administrative access to the sites, passwords and any other information requested by the CEO. The CEO or designee shall maintain a list of all District Social Media Sites, including login and password information. Anyone with access who is not currently a District employee shall immediately have their access rights revoked.

The District, through the CEO or Public Relations Team, reserves the right to follow and/or un-follow, “friend” and/or “un-friend” any other social media sites the CEO deems related or unrelated to the District’s social media policy and purpose. Following or “friending” persons or organizations is not an endorsement by the District and is only intended as a means of communication. The Public Relations Team has the authority to review and approve the persons or entities followed or friended.

The District shall control posting rights to District Social Media Sites and only allow comments on District-initiated postings. The District reserves the right to ban users from using District Social Media Sites if they post information that may tend to compromise the safety or security of the public or public systems (spam or malicious code) or engage in behavior that frequently violates this Policy, including the Conditions of Use.

### **C. Applicable Laws**

All District Social Media Sites shall adhere to applicable federal, state, and local laws, regulations and policies. Should any social media site be found in violation of these laws and be found guilty of the violations without seeking to resolve the matter with prosecuting authorities, the District will terminate its use of the social media site.

Those District employees designated to manage the District’s social media sites are responsible for complying with the District’s information security policies and applicable laws. This includes adherence to laws regarding copyright, records retention, California Public Records Act (Gov. Code § 6250 et seq.), Ralph M. Brown Act (Gov. Code, § 54950 et seq.), First Amendment, privacy, acceptable use of District-owned or controlled digital equipment, and internet access.

Content posted on District Social Media Sites is not private and may be archived or disclosed by the District at any time. Because District Social Media Sites are subject to the California Public Records Act, any content maintained in a social media format that is related to District business, including, but not limited to, a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. Any content that is removed pursuant to this Policy may also be considered public records and may be archived as required by law to the extent possible using then current reasonable options. The Public Relations Team should retain such content for a reasonable period, including the time, date and identity of the poster, when available.

### **D. Publisher Restrictions**

The District does not control the privacy and use policies of social media sites. Users of social media sites are subject to the terms and conditions they have agreed to when registering for the social media services. District Social Media Sites are subject to the usage rules and regulations required by the site provider, including privacy policies. It is recognized that providers of social media sites will, from time to time, modify their terms, conditions, and usage policies with little to no notification.

The District neither guarantees the authenticity, accuracy, appropriateness nor security of external links, websites or content linked thereto.

A comment posted by a member of the public on any District social media site is the opinion of the commentator or poster only, and the publication of a comment does not

imply endorsement of, or agreement by, the District, nor do such comments necessarily reflect the opinions or policies of the District.

The District does not endorse any link or advertisement that may show up on any District Social Media Sites or pages.

## **VI. CONTENT STANDARDS AND GUIDELINES FOR DISTRICT SOCIAL MEDIA SITES**

### **A. District Posts**

District employees designated to represent the District via District Social Media Sites and other social media sites must always conduct themselves appropriately and professionally. All information posted to District Social Media Sites and other social media sites on the District's behalf shall:

1. Present the District in a positive light and a professional manner.
2. Contain information that is freely available to the public and not be confidential as defined by any District policy or state or federal law.
3. Not contain any personal information except the names of employees whose job duties include being available for contact by the public.
4. Comply with applicable laws; and
5. Be consistent with the District's branding and messaging.

### **B. District Social Media Engagement**

District staff communicating as representing the District on Social Media Sites shall not comment or engage in debate on platforms other than the District Social Media Sites.

District staff and Board Members shall not engage, comment or post using their personal accounts, and claim, or otherwise indicate they are communicating officially on behalf of the District or representing the District with their comments.

### **C. User Posts**

User Posts shall comply with the Conditions of Use.

## **VII. USER CONDITIONS OF USE FOR DISTRICT SOCIAL MEDIA SITES**

The District has established User Conditions of Use for District Social Media Sites (Conditions of Use) to provide District Social Media Sites for use by the public on a fair and equitable basis for the purpose of discussing matters of public interest in and to the District as identified by the District for discussion. District Social Media Sites are not traditional public forums. Where comments are solicited, they should be addressed to the specific topic(s) discussed.

By accessing, participating in, or using any District Social Media Sites, User agrees to abide by these Conditions of Use. No User may use a District Social Media Site to:

1. Violate any applicable federal, state or local law, including but not limited to the Electronic Communications Privacy Act of 1986.
2. Harm minors in any way.

3. Upload, post, e-mail, or otherwise transmit any material that contains software viruses or any other computer documents, files or programs designed to interrupt, damage, destroy, or limit the functionality of any computer software or hardware or telecommunications equipment,
4. Impersonate any person or entity, including, but not limited to, a District staff member or elected official, or falsely state or otherwise misrepresent his or her affiliation with a person or entity.
5. Falsify headers or otherwise manipulate identifiers in order to disguise the origin of any Content transmitted through District Social Media Sites.
6. Interfere with or disrupt District Social Media Sites, or disobey any requirements, procedures, policies or regulations of networks connected to District Social Media Sites or use District Social Media Sites in any way that could damage, disable, overburden or impair District Social Media Sites.
7. Stalk or harass any person.
8. Collect or store personal data about any other User without express permission.

Any Content posted to any District Social Media Site is subject to the terms of use of the operator of that website. If any Content violates such terms of use, the District may report the Content to the operator of the website, and request that the Content be deleted. The District reserves the right to remove comments or content including, but not limited to, those that contain:

1. Comments not directly related to the topic raised for discussion.
2. Profane, obscene, or pornographic content and/or language.
3. Content that promotes, fosters or perpetuates discrimination on the basis of race, color, creed, sex, sexual orientation, national origin, ethnicity, age, disability, or gender identity.
4. Threats to any person or organization.
5. Promotion or encouragement of illegal activity.
6. Solicitation of commerce, including but not limited to advertising of any business or product for sale; except as expressly provided for on certain District websites, social media sites and/or blogs.
7. Promotion or endorsement of a political campaign or candidate.
8. Information that compromises the public safety or security of the public or security systems.
9. Violations of any federal, state, or local law.
10. Violations of the terms of use of any website operator.

*Termination and Suspension:* The District has the right to terminate or suspend any User's access to District Social Media Sites immediately, without prior notice or a hearing, if such User violates any of these Conditions of Use or any portion of this Policy.

*Entire Agreement; Severability; Waiver:* These conditions comprise the entire agreement between User and the District regarding the use of District Social Media Sites. If any portion of these Conditions of Use is found to be unenforceable, the remainder will be in full force and effect. Failure on behalf of the District to enforce any of these conditions shall not be considered a waiver.

The CEO has the authority and discretion to update the Conditions of Use with approval by the District Board of Directors. Any updated Conditions of Use shall be posted or referenced in the District Social Media Site to the extent possible.

**VIII. DISTRICT STAFF SOCIAL MEDIA USE**

While an employee and Board Member's personal use and comments made on social media sites are subject to First Amendment protections, as well as permissible restrictions, any personal use made of social media sites must not be attributable to the District or the employee's job function at the District. For example, employees must not: a) Use work email address to register for social media and other sites unless the purpose is directly related to the employee's job; b) Provide the District's or another's confidential or other proprietary information; or c) State or imply that you speak for the District, for a District department, or for District officials.

Employees and Board Members are personally responsible for the content they publish on social media sites. The District is not responsible for the personal content of your social media sites.

Employees and Board Members should make sure that their social media use and content is representative of their views and opinions and not the views and opinions of the District. Unless specifically authorized as official spokespeople by the CEO to speak on behalf of the District, employees should consider including the following disclaimer on personal blogs or social media in which the employee identifies as a District employee or Board Member:

*"The postings on this site are my own and don't necessarily represent the Clovis Veterans Memorial District positions, strategies or opinions."*

Identified District spokespeople shall conduct themselves on social media only within the scope defined herein and in compliance with all District policies, practices, and user agreements and guidelines.

Social media activities that are not protected by First Amendment rights, and that violate this or any other District policy, will be subject to investigation and appropriate action, as determined by the CEO.

\*\*\*\*\*

**I have received and read the Clovis Veterans Memorial District's Social Media Policy and agree to abide by its terms.**

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Department: \_\_\_\_\_

## **POLICY AND PROCEDURES FOR INVOCATIONS**

### **I. Purpose**

To establish a written policy regarding the opening invocations given before meetings or events of the Clovis Veterans Memorial District (District).

### **II. Definitions**

“CEO” means the Chief Executive Officer of the Clovis Veterans Memorial District.

“Board of Directors” means the Board of Director of the Clovis Veterans Memorial District.

“Invocation” means the action of invoking something or someone for assistance or as an authority.

### **III. Policy**

In order to solemnize proceedings of the Board of Directors, it is the policy of the District to allow for an invocation or prayer to be offered at its meetings for the benefit of the Board of Directors and the community.

No member of the Board of Directors, District employee or any other person in attendance at the meeting shall be required to participate in any prayer that is offered. No invitational speaker shall receive compensation for his or her service.

The CEO shall make every reasonable effort to ensure that a variety of eligible invitational speakers are scheduled for the Board Meetings and District Events.

In order to honor the District’s mission, Military and Veterans Organization chaplains may be given preference.

Neither the Board of Directors nor the CEO shall engage in any prior inquiry, review of, or involvement in, the content of any invocation to be offered by an invitational speaker.

This policy is not intended and shall not be implemented or construed in any way, to affiliate the Board of Directors with, nor express the Board of Director’s preference for, any faith or religious denomination. Rather, this policy is intended to acknowledge and express the Board of Director’s respect for the diversity of religious denominations and faiths represented and practiced among the citizens of District.

This Policy shall apply to all Clovis Veterans Memorial District Board Meetings and events.

Approved \_\_\_\_\_, 2021

#### IV. Procedure

The invocation shall be voluntarily delivered by an eligible member of the clergy or a religious leader in the community. To ensure that such person (the "invocational speaker") is selected from among a wide pool of the community's clergy/religious leaders, on a rotating basis, the invocational speaker shall be selected according to the following procedure:

- The CEO shall compile and maintain a database (the "Congregations List") of the religious congregations with an established presence in the community.
- The "Congregations List" shall be compiled by referencing the online listing for "churches", "congregations", or other religious assemblies in the annual Yellow Pages telephone directory or directories published for the community, consultation with the local Chamber of Commerce, and research from the Internet. All churches, congregations, or other religious assemblies with an established presence in the local community are eligible to be included in the Congregations List, and any such church, congregation or religious assembly can confirm its inclusion by specific written request to the CEO.
- The Congregations List shall also include the name and contact information of any chaplain who may serve the Police Department, Fire Department, or Military/Veteran Organizations.
- The Congregations List shall be updated annually by reasonable efforts of the CEO.
- Within thirty (30) days of the effective date of this policy, the CEO shall mail an invitation addressed to the "religious leader" of each church, congregation or religious assembly listed on the Congregations List, as well as to the individual chaplains included on the Congregations List. The invitation shall be sent out annually thereafter at the beginning of the calendar year.
- The invitation shall be dated at the top of the page, signed by the CEO at the bottom of the page, and read as follows:

Dear Religious Leader,

The Clovis Veterans Memorial District Board of Directors makes it a policy to invite members of the clergy in our community to voluntarily offer a prayer before the beginning of its meetings, for the benefit and blessing of the Board of Directors and the community. As the leader of one of the religious congregations with an established presence in the local community, you are eligible to offer this important service at an upcoming meeting of the Board of Directors.

If you are willing to assist the Board of Directors in this regard, please send a written reply at your earliest convenience to the CEO at the address included on this letterhead. You are also welcome to send your reply via e-mail to the e-mail address provided above. Clergy are scheduled on a first-come, first served or other random basis. The Board of Directors hold their monthly meeting on the 2<sup>nd</sup> Thursday of the month at 9am. The meetings are held in the Rex Phebus Veterans Memorial District Building, 808 Fourth

Approved \_\_\_\_\_, 2021

Street, Clovis, CA 93612. If you have a preference among the dates, please state that request in your written reply. If you are interested, you may also be added to the list to voluntarily offer a prayer before District events, such as Veterans Day or Memorial Day.

This opportunity is voluntary, and you are free to offer the invocation according to the dictates of your own conscience. To maintain a spirit of respect and ecumenism, the Board of Directors requests only that the prayer opportunity not be exploited as an effort to convert others to the particular faith of the invitational speaker, nor to disparage any faith or belief different than that of the invitational speaker.

On behalf of the Clovis Veterans Memorial District, I thank you in advance for considering this invitation.

Sincerely,

**V. CEO or Designee**

- As the invitation letter indicates, the respondents of the invitation shall be scheduled on a first-come, first-served or other random basis to deliver the prayers.
- If the selected invitational speaker does not appear at the scheduled meeting, the Chairman of the Board may ask for a volunteer from among the Board, CEO, or the audience to deliver the invocation.



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Administrative Reports

**AGENDA SECTION:** Administrative Reports

**SUBJECT:** CEO Updates

**SUGGESTED ACTION:** Update the Board of Directors on current meetings and projects.

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**ATTACHMENTS:**



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Administrative Reports

**AGENDA SECTION:** Administrative Reports

**SUBJECT:** Administrative/Operational Updates.

**SUGGESTED ACTION:** Update the Board of Directors on current administrative and operational updates.

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**ATTACHMENTS:**



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Administrative Reports

**AGENDA SECTION:** Administrative Reports

**SUBJECT:** Calendar of Updates

**SUGGESTED ACTION:** Update the Board of Directors on upcoming events.

---

**ATTACHMENTS:**



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Administrative Reports

**AGENDA SECTION:** Administrative Reports

**SUBJECT:** Veterans Day

**SUGGESTED ACTION:** Review Veterans Day events and schedule.

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**ATTACHMENTS:**



# Item Cover Page

## BOARD OF DIRECTORS AGENDA ITEM REPORT

**DATE:** October 12, 2021

**ITEM TYPE:** Board Items

**AGENDA SECTION:** Board Items

**SUBJECT:** Education Committee Update

**SUGGESTED ACTION:**

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**ATTACHMENTS:**