



**Town of Atherton  
ENVIRONMENTAL PROGRAMS COMMITTEE  
MINUTES**

**March 15, 2018**

**1:30 p.m.**

**TOWN COUNCIL CHAMBERS**

94 ASHFIELD ROAD  
ATHERTON, CALIFORNIA

**REGULAR MEETING**

1. **ROLL CALL**

**Present:** Holly Joseph  
Valerie Gardner  
Jasenka Rakas  
Janet Larson

**Absent:** Elizabeth Lewis

**Staff Present:** Stephanie Davis, Senior Planner  
Nestor Delgado, Assistant Planner

2. **PUBLIC COMMENTS**

No public comment.

3. **COMMITTEE AND STAFF MEMBER COMMENTS:**

**A. Overview of City Council direction from February 21, 2018 meeting.**

Senior Planner Davis presented summary of City Council approval for 2018 Town Earth Day event, including the film screening of “The New Fire” and budget allocation for the event.

Committee Member Joseph asked about donations to the Town for the Event and what would happen to these go unused.

Senior Planner Davis responded she believes they may be given back to the donor. She will check with the Finance Director on this matter.

Senior Planner Davis mentioned a \$1,500 screening fee was already paid to the film director, with an expected, additional \$1,500 to be used for travel, food, and transportation.

4. **REGULAR AGENDA**

**a. Approval of Minutes from the February 1, 2018 Minutes**

The minutes were approved as distributed.

**M/S Gardner / Joseph     Aye: 4     Noes: 0     Excused: 0**

**b. Discuss Action for 2018 Atherton Earth Day Event**

Chair Rakas and Committee member Gardner summarized an ad-hoc committee meeting they had with staff on marketing and promotional efforts.

Staff will look at the past vendors who have participated in Town Earth Day events and inquire about possible sponsorships.

Committee Member Gardner mentioned she created an Eventbrite and Facebook event for the 2018 Earth Day event.

Chair Rakas mentioned the possibility of a suggested donation.

Senior Planner Davis responded any donations must be made directly to the Town.

Committee Member Larson asked if the panel discussion would be recorded.

Committee Member Gardner responded the Menlo-Atherton High Performance Arts Center does not have video recording, but that she can look into contacting the High School's media group to see if there was interest.

Committee Member Gardner suggested creating pre and post articles about the event for publicity. Chair Rakas and Committee member Gardner will work on writing pre and post event articles.

Senior Planner Davis mentioned anything created by Committee members must first get approved by the Town before distribution.

Committee Member Gardner mentioned she will work on a poster design for the event. Staff will take the responsibility of creating, ordering, and hanging of the banner on Marsh and Middlefield.

The Committee discussed different online and in-person venues through which to advertise the event.

Committee Members Joseph and Larson volunteered to place posters in locations identified, including schools and government buildings in Atherton and Menlo Park.

Committee Member Gardner requested staff provide size dimensions for digital files for the different media types.

The Committee requested more social media posts by made by the Town leading up to the event. The Committee also asked if any town wide mailers are scheduled before the event.

The Committee appointed members Joseph and Larson to an Ad-Hoc Supplies/Food Subcommittee.

The Committee discussed having Councilmember Lewis as a speaker for the introduction of the event.

**5. SET/ CONFIRM NEXT MEETING**

The Committee will hold a special meeting on April 3, 2018 from 1:30 – 3:30 in the Town Council Chambers.

**6. ADJOURN**

The meeting adjourned at 2:50 pm.