

McKinleyville Municipal Advisory Committee

March 25, 2026, 6pm-9pm

Special Meeting via ZOOM
and in-person at

McKinleyville Middle School, 2285 Central Avenue
McKinleyville, CA 95519

Humboldt County Deputy Clerk of the Board is inviting you to a scheduled Zoom meeting*

Topic: MMAC Special Meeting
Time: March 25, 2026 06:00 PM Pacific Time (US and Canada)

Join Zoom Meeting*

<https://us02web.zoom.us/j/84449947337?pwd=eDNvaHI5L2xyOXFUcVo3TXBQOVh2QT09>

Meeting ID: 844 4994 7337

Passcode: 043757

One tap mobile:

+16699006833,,84449947337#,,,,*043757# US (San Jose)

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Find your local number: <https://us02web.zoom.us/j/84449947337?pwd=eDNvaHI5L2xyOXFUcVo3TXBQOVh2QT09>

*Public comment is not guaranteed to persons attending via Zoom as there can be technical difficulties. To ensure your voice is heard, attend in person or submit public comment to cob@co.humboldt.ca.us.

McKinleyville Municipal Advisory Committee (MMAC)

Special Meeting, ZOOM Platform and in-person

Time: March 25, 2026 6:00 PM - 9:00 PM Pacific Time (US and Canada)
Location: McKinleyville Middle School, 2285 Central Avenue, McKinleyville, CA 95519

~ AGENDA ~

1. **Call to Order:** Attendance, Indigenous Lands Acknowledgement, Flag Salute, Meeting Agreements (5)
2. **Consent Calendar (5)**
 - a. Additions and changes to the Agenda
 - b. Approval of the Agenda
 - c. Review & Approve Minutes: Regular Meeting February 25, 2026
3. **Community Safety and County Info Presentation & Community Event Announcements:** No planned community safety presentation; Supervisor Madrone on County Info (5)
4. **Subcommittee Reports (~20 total)**
 - a. Committee on Active Transportation (CAT) – Kathleen Clark, Chair (3)
 - b. Incorporation Exploration (MIESC) - Lisa Dugan, Chair (3)
 - c. Report out on 4x4 discussion with Humboldt County Department of Health and Human Services Director, Connie Beck (3)
 - d. Student MMAC participation Ad Hoc Committee - Kevin Jenkins (3)
 - e. CPH Economic Development Study Ad Hoc - report from MMAC members (3)
5. **Public Comment and Written Communications:** *This time is for public comment on matters within the MMAC's jurisdiction, excluding those items on the agenda. Commenters have three (3) minutes unless otherwise stated by Chair at beginning of public comment.*
6. **Discussion/Information/Action Items:** *MMAC shall listen to the agenda item presentation, seek clarification, take public comment, and MMAC may make a motion regarding any of the following items. Following any motion and second further discussion may take place before roll call vote.*
 - a. **Welcome and introduction to new MMAC member Michael Smith.** Michael will be invited to introduce himself and have a short dialogue with MMAC members. (5)
 - b. **Discussion:** Presentation of draft MMAC Community Outreach Coordinator (COC) position - by Scott Binder, Chair of this Ad Hoc committee. Supporting documents may be available attached to this agenda or will be made available in print and on zoom during the meeting (15)
 - c. **Discussion:** Preparation to amend MMAC Rules and Regulations for such things as but not limited to adding the COC position, updating subcommittee appointment rules, and other items. (15)
 - d. **Discussion:** Future agenda items such as Measure O schedule of work in McKinleyville, Regional Housing Needs Assessment (RHNA), Affordable housing ordinance development, Community benefit agreement development, ER planning, etc. (20)
7. **Committee General Comments:** Committee members are encouraged to report on events attended

and other items of interest for the McKinleyville community. (3)

8. Next Meeting & Future Meeting Topics: April 22, 2026 at 6:00 pm, expected location MMS.
Future meeting topics listed here are subject to change.

9. Adjournment

Communications and Outreach Coordinator - Role Purpose & Scope

The COC supports the MMAC by increasing community awareness, engagement, and interagency collaboration. The role focuses on providing accurate public information and expanding outreach to a broad representation of the community without setting policy or speaking for the committee on official positions.

Key Responsibilities

Outreach & Promotion: Develops social media posts, flyers, and newsletters; coordinates radio/TV PSAs; and manages tabling at community events.

Community Liaison: Acts as a public point of contact, directing inquiries to appropriate officials and connecting residents with MMAC processes.

Event Support: Handles logistics and promotion for MMAC meetings and forums.

Operating Protocols

Communication: The COC handles routine updates and triages community questions, while the MMAC Chair manages policy statements and media inquiries.

Branding & Social Media: All materials must follow a standard visual identity and undergo officer review. Social media must comply with the Brown Act and ADA accessibility standards.

Equity: To reach residents who do not use digital media, the COC utilizes physical posting locations, radio, and community partnerships.

Partnerships & Evaluation

The COC strengthens strategic relationships with the McKinleyville Community Services District, the Chamber of Commerce, and the Humboldt County Board of Supervisors through information sharing and joint outreach.

Performance is evaluated via monthly activity updates to the MMAC, focusing on practical metrics like meeting attendance trends and outreach distribution counts.

Communication & Outreach Coordinator

DRAFT Guidelines for the McKinleyville Municipal Advisory Committee (rev. 19Mar26)

1. Purpose of the Role

The Communication & Outreach Coordinator (COC) supports the McKinleyville Municipal Advisory Committee (MMAC) by improving community awareness, accessibility, engagement, and interagency collaboration.

The role is intended to:

- Increase visibility of MMAC meetings, subcommittees, and initiatives
- Provide consistent, accurate public information
- Expand outreach to a broad representation of the McKinleyville community
- Strengthen communication between MMAC and the community
- Support and reinforce MMAC's strategic partnerships with local and county entities

The COC does **not** set policy or speak on behalf of MMAC positions but supports communication of approved information and helps ensure that messaging is coordinated, clear, and consistent.

2. Scope of Responsibilities

A. Outreach Coordination

The COC develops and implements outreach strategies, including:

- Social media posts (as permitted by County policy)
- Flyers and newsletters
- Community posting boards and digital displays
- Radio / TV PSA coordination
- Tabling at community events

The COC maintains a **master outreach list** documenting available communication points of contact.

B. Community Liaison

The COC:

- Serves as an accessible public point of contact
 - Directs inquiries to appropriate officials (Chair, County staff, etc.)
 - Helps connect community members with MMAC processes
-

C. Event & Forum Support

The COC assists in:

- Promoting MMAC meetings and forums
 - Coordinating logistics (venue, materials, outreach)
 - Supporting MMAC presence at community events
-

3. Communications Protocol

To maintain consistency:

Type of Communication	Responsibility
Routine informational updates	COC
Policy statements	MMAC Chair
Media inquiries	Chair or designated officer
Community questions	COC (triaged as needed)

Goal: Maintain a **single, coordinated public voice**.

4. Social Media Guidelines

Subject to County approval and compliance with:

- Brown Act
- Public records retention
- ADA accessibility

Possible operating model:

- Informational posts only
- Comment moderation aligned with clear public standards

Final implementation will follow County guidance.

5. Branding & Promotional Materials

To ensure consistency:

- Standard flyer template will be used
- MMAC visual identity (logo, formatting) applied

Approval process:

COC drafts → Officer review (Chair/Vice Chair/Secretary)

Goal: Keep the process sustainable for volunteers.

6. Outreach Equity

The COC understands that some residents may not:

- Use social media or online news resources
- Attend meetings
- Read traditional media

Therefore, additional outreach methods may include:

- Radio announcements (KINS, etc.)
- Local TV coverage (Redwood News, etc.)
- Community tabling
- Physical posting locations
- Identifying other partners in order to reach additional audiences.

Outreach channels will be documented.

7. Reporting & Evaluation

The COC reports to the full MMAC through a **monthly activity update**, which may include:

- Outreach conducted
- Events supported
- Community inquiries received
- Engagement observations

Evaluation should remain practical and may include:

- Meeting attendance trends
- Outreach distribution counts
- Optional sign-in feedback
- Anecdotal community response

Focus: Demonstrate good-faith outreach without burdensome tracking.

8. Budget & Resources

The COC may utilize:

- In-kind support (e.g., Printing via MCSD, etc.)
- Modest budget authority as approved by MMAC

All expenditures remain subject to standard MMAC processes.

9. Strategic Partnerships & Interagency Coordination

MMAC recognizes that effective communication includes maintaining strong, collaborative relationships with key community and governmental partners. Codifying these partnerships promotes continuity, clarity, and proactive coordination.

The COC plays a supportive role in strengthening and maintaining these relationships.

A. McKinleyville Community Services District (MCSD)

MMAC maintains an ongoing partnership with the McKinleyville Community Services District.

Collaboration may include:

- Sharing meeting and event information
- Coordinating outreach efforts
- Utilizing in-kind resources when appropriate
- Promoting community forums and joint areas of interest

The COC may assist in maintaining communication channels to support coordinated public awareness.

B. McKinleyville Chamber of Commerce

MMAC values its working relationship with the Chamber of Commerce in promoting civic engagement and community awareness.

Collaboration may include:

- Distribution of meeting notices and event information
- Cross-promotion of public forums
- Engagement with local businesses
- Participation in Chamber-hosted events

The COC may coordinate with Chamber representatives to support mutual visibility and communication goals.

C. Humboldt County Board of Supervisors

MMAC serves in an advisory capacity to the Humboldt County Board of Supervisors. A strong and transparent working relationship is essential.

The COC may support this relationship by:

- Ensuring timely communication of MMAC initiatives
- Coordinating information sharing when appropriate
- Promoting awareness of matters under Board consideration affecting McKinleyville

This partnership is intended to be collaborative and respectful of each body's distinct role and authority.

Guiding Principle for Partnerships

Partnerships should be:

- Transparent
- Collaborative
- Respectful of jurisdictional boundaries
- Focused on improving communication and public engagement

10. Sunset & Review

These guidelines:

- Take effect upon MMAC adoption
- Remain subject to periodic review and revision by MMAC

Guiding Principles

The COC role should:

- ✓ Improve visibility
- ✓ Maintain compliance
- ✓ Support volunteer sustainability
- ✓ Avoid unnecessary bureaucracy
- ✓ Ensure consistent messaging
- ✓ Strengthen partnerships
- ✓ Demonstrate proactive outreach