

**SAN BENITO COUNTY
AGENDA ITEM
TRANSMITTAL FORM**

Armando Alfaro Michele Schroeder Paula Azcona
Board Member Board Member Board Member

Item Number: 5.7

MEETING DATE: **06/23/2025**

DEPARTMENT: RESOURCE MANAGEMENT AGENCY

AGENDA ITEM PREPARER: Victor Tafoya

SUBJECT:

RESOURCE MANAGEMENT AGENCY-S. Loupe, Public Works Administrator-

Review and approve postcard mailer to district owners, PSWD logo and PSWD sign on Lovers Lane

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

The Pacheco Storm Water District (PSWD) previously reviewed postcard designs at the April 28, 2025, meeting and received valuable feedback from trustees and community members. Based on that input, staff have refined and updated the bilingual postcard designs, now featuring enhanced before-and-after imagery illustrating the District's successful debris removal and levee repairs following the 2023 floods. The updated postcards clearly articulate the District's ongoing initiatives and future goals while emphasizing opportunities for residents to join monthly meetings held every fourth Monday at 481 4th Street, Hollister. Additionally, QR codes have been included for convenient access to more information, fostering deeper community engagement.

ATTACHMENTS:

[English Postcard.png](#)

[English Postcard Backside.png](#)

[Spanish Postcard.png](#)

[Spanish Postcard Backside.png](#)