



Nevada Cemetery District
P.O. Box 2400
10523 Willow Valley Road
Nevada City, Calif 95959
Phone 530-265-3461

PUBLIC NOTICE

for the

NEVADA CEMETERY DISTRICT

of the

SPECIAL MEETING

of the

BOARD OF TRUSTEES

on

Thursday, November 6, 2025, 2:30 PM

at the

Nevada Cemetery District

10523 Willow Valley Rd., Nevada City, CA 95959

MEETING MINUTES*

Please note the time and meeting location above.

1. **BOARD CALL TO ORDER - PUBLIC SESSION – 2:31 pm**
2. **ROLL CALL**
 - Trustee Jones
 - Trustee Ward
 - Trustee Ritti
 - Trustee Mertens

General Manager Burda and Office Administrator Waters were also present.

3. **PUBLIC COMMENT ON MATTERS ON THE AGENDA:**

www.nevadacemeterydistrict.com

This is the time for any member of the public to address the Nevada Cemetery Board of Trustees as to any item on the agenda. Comment on items not on the agenda is welcome at regular meetings of the Board, but not at special meetings. The Chair may limit public comment to 3 minutes for each commenter.

No public comment.

4. STANDING COMMITTEE DISCUSSION WITH FULL BOARD AND ADMIN STAFF

- a. Explore marketing opportunities to expand community services.

DISCUSSION

Brown Act trainings might be available on Vector Solutions through GSRMA.

Trustee Ritti went online and got information from the Truckee Cemetery District.

In regard to the Byond software, General Manager Burda thinks the whole project could take a year to implement.

We last increased prices in 2024. Trustee Ritti wants the analysis to be done. Although the District can defer raising prices, he is in favor of doing so.

General Manager Burda pointed out that the previous Interim GM Richardson said income should be at least half of payroll; the rest is from County proceeds. General Burda pointed out that the District usually doesn't meet this threshold.

Trustee Mertens suggested that at some point we should revisit green burial policies.

Action Items:

- Office Administrator Waters is to reach out to Streamline to see about adding more mailboxes for board members.
- Office Administrator Waters will take all the information and make it comparative, looking at major items on our services, and will report to the Board at the next board meeting.

Website Action Items:

- Trustee Sharkey and Trustee Mertens need profiles adding on website, as do employees Don Deal and Office Administrator Waters. Trustee Ritti to send new Trustee Sharkey a note to send photo and bio. (He is not yet sworn in, but he's been notified of the next Board meeting.)
- Change from Board Members to Trustees.
- Mission Statement appears to be truncated.
- Mission Statement doesn't appear for long enough to read it.
- Update current employees.
- Add green burial details.
- Figure out how to remove Chris Trustee Ward section from Phil Trustee Ritti's listing.

Networking with other organizations:

- Trustee Ward put a hold on meeting with some of the fraternal orders until the pricing information is more together.
- The focus will be on infrastructure first.

Updating the FAQ:

- Trustee Ritti requested of General Manager Burda that we come up with the main topics for the FAQ on the home page.
- Trustee Ward suggested that the District should articulate better what a green burial is, that it is a burial without embalming, etc.
- Auburn Cemetery District has a pre-planning guide section on their website which can be used as a general template.

Mapping:

- Trustee Ward thought it would be nice to use Brian's daughter's help. She might be able to use photographs of map books that articulate boundaries in order to compile it. Trustee Ward also expressed thanks to Brian's daughter for her offer of assistance.
- General Manager Burda thinks this could be a good winter project to get this information together for her.
- Trustee Ward wants to digitize the map books, and Trustee Mertens suggested that we get pricing on this and put it on next month's board meeting agenda.
- Trustee Ward is available to help with the mapping project Tuesdays and Fridays; he will firm up with General Manager Burda.
- Trustee Mertens wants to be involved in the Byond software training.

Marketing firms:

Trustee Ritti found a few local firms.

- WPF Creatives
- R&B Communications
- Widabi

Zoey Olbum is also local.

Trustee Mertens suggested that the important difference is public vs. private. She also suggested we don't ramp up marketing until we have the employees to handle it. She said that in the past the District used KNCO, KMVR, The Union to advertise. She offered to go to women's clubs if Trustee Ward is going to the men's clubs.

Action Items:

- Trustee Ward will provide Zoey Olbum's contact info to Trustee Ritti.
- Trustee Ritti will reach out to the suggested firms and ask them what their marketing methodology is.

NCD Slogan:

www.nevadacemeterydistrict.com

Of the taglines that Trustee Ward provided, attendees most liked the following:

- Honoring the Past, Serving the Present.
- Where History Rests, Memory Lives.
- The Rest is History.

Office Administrator Waters noted that we should be careful with the word “history” due to its dual connotation of not only using it in a true historical sense, but also that something is “gone.”

Motion to Adjourn was made by Trustee Mertens, seconded by Trustee Ward.

5. ADJOURNMENT OF SPECIAL MEETING: Meeting adjourned at 3:33pm.

ATTEST:

PHIL TRUSTEE RITTI, CHAIR

DocuSigned by:

Phil Ritti

12/1/2025

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