

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JUNE 22, 2010:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, June 22, 2010, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Figueroa called the meeting to order at 5:08 p.m.

1) Roll Call.

Attendance:

Outreach Committee:
Raul Figueroa, Chair
Linda Godin, Committee
Member

Others Present:

Dennis LaMoreaux, General Manager
Curtis Paxton, Assistant General Manager
Claudette Roberts, Water Conservation Spvsr.
Matt Knudson, Engineering Manager
Dawn Deans, Executive Assistant
Danielle Doll, Administrative Assistant
0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Godin, seconded by Chair Figueroa, and unanimously carried to adopt the agenda, as written.

3) Public Comments.

There were no public comments.

4) Action Items:

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held May 25, 2010.

It was moved by Committee Member Godin, seconded by Chair Figueroa, and unanimously carried to approve the minutes of the meeting held May 25, 2010, as written.

4.2) Discussion of Presentation on 2010 Water Bond – Safe, Clean, and Reliable Drinking Water Supply Act of 2010. (Committee Member Godin)

General Manager LaMoreaux stated that the Water Bond will likely be on the November ballot, and staff recommends the District take a position on the Water Bond.

After a brief discussion of the proposed Water Bond, it was determined that staff present information on the Water Bond to the full Board at a July Board meeting.

4.3) Discussion of Dedication Ceremony for Leslie O. Carter Water Treatment Plant. (General Manager LaMoreaux)

General Manager LaMoreaux stated that the concept for redesigning the front entrance signage for the Leslie O. Carter Water Treatment Plant was previously approved but not constructed due to lack of funding; that the cost for this redesign is \$40,000 with a lead time of six to eight weeks; and that staff has developed a list of the District's anniversary dates as potential dates for a dedication ceremony.

The cost of the new signage, revising the existing sign, and potential dates and speakers for a dedication ceremony were then discussed, and staff was directed to obtain the cost and a time frame for revising the existing sign for discussion at the next meeting.

4.4) Discussion of District Web Site. (Assistant General Manager Paxton)

Administrative Assistant Doll provided an overview of staff's efforts to revise the District's web site to a simpler, more user-friendly web site and stated that, to date, almost all content has been provided to the ACS web designer and that updated screen snapshots of the new web site menu items are expected early next week.

Assistant General Manager Paxton then stated that staff expects to have a presentation of the new web site at the next Committee meeting.

4.5) Discussion of Customer Participation in the District's Smart Controller Rebate Program. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed outreach strategies, to date, for publicizing the District's rebate programs; that additional strategies for publicizing all District rebates include an open house during working hours with an ET controller vendor and workshops; and that a rebate commercial is currently airing on TimeWarner cable.

After a brief discussion of publicizing the rebates, the Committee recommended that staff also appear on TimeWarner cable to promote the rebates, pursue advertising on

the auto mall marquee, run the TimeWarner commercial in the lobby, and use the comment section of the water bills to promote the rebates.

Chair Figueroa then stated that Agenda Item No. 5 would now be considered.

5) Information Items.

5.1) Update on Manning a Common Booth at the Antelope Valley Fair Through the Antelope Valley State Water Contractors Association. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that the Boy Scouts will man the booth at the Antelope Valley Fair, reviewed hand-out materials and the question sheet the District will provide for this booth, and stated that a raffle through the Antelope Valley State Water Contractors Association for a toilet or a composter will be conducted at the Antelope Valley Fair.

5.2) Update on District Participation at City of Palmdale Thursday-Night-on-the-Square. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that staff will man a booth at the City of Palmdale's Thursday-Night-on-the-Square on July 8 and 22 and August 12, reviewed hand-out materials and proposed topics of discussion for the booth, and stated that a toilet donated by Desert Industrial will be raffled.

Obtaining customer names, addresses, and email information for follow-up, promotions, and developing a database was then discussed.

Chair Figueroa then stated that Agenda Item No. 4.6 would now be considered.

4.6) Discussion of Current Outreach Issues. (Chair Figueroa)

Committee Member Godin stated that she received notice on her Facebook about a District event and suggested the District's participation at Thursday-Night-on-the-Square be posted on Facebook.

There were no additional current outreach issues to discuss.

6) **Board Members' Requests for Future Agenda Items.**

It was determined that "Discussion of Dedication Ceremony for Leslie O. Carter Water Treatment Plant" and "Discussion of District web site" and "Information Items - Update on Manning a Common Booth at the Antelope Valley Fair Through the Antelope Valley State Water Contractors Association and Update on District Participation at City of Palmdale Thursday-Night-on-the-Square" will be considered at the next Outreach Committee meeting.

Committee Member Godin requested the District's wildflower area on 20th Street East be cleaned.

The next Outreach Committee meeting was scheduled for July 27, 2010 at 5:00 p.m.

7) **Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 5:40 p.m.


Chair