



# PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

April 8, 2021

**BOARD OF DIRECTORS**

**AMBERROSE MERINO**

Division 1

**DON WILSON**

Division 2

**GLORIA DIZMANG**

Division 3

**KATHY MAC LAREN-GOMEZ**

Division 4

**VINCENT DINO**

Division 5

**AGENDA FOR A MEETING  
OF THE OUTREACH COMMITTEE  
OF THE PALMDALE WATER DISTRICT  
TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE  
OR VIA TELECONFERENCE  
Committee Members: Kathy Mac Laren-Gomez-Chair, Don Wilson**

**FOR THE PUBLIC: VIA TELECONFERENCE ONLY**

**DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 671-181-470#**

**Submit Public Comments at: <https://www.gomeet.com/671-181-470>**

**WEDNESDAY, APRIL 14, 2021**

**3:30 p.m.**

**DENNIS D. LaMOREAUX**

General Manager

**ALESHIRE & WYNDER LLP**

Attorneys

**NOTE:** To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x1003 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale (Government Code Section 54957.5). Please call Dawn Deans at 661-947-4111 x1003 for public review of materials.

**PUBLIC COMMENT GUIDELINES:** The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted, and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll call.
- 2) Adoption of agenda.
- 3) Public comments for non-agenda items.
- 4) Action Items: (The public shall have an opportunity to comment on any action item as each item is considered by the Committee prior to action being taken.)



- 4.1) Consideration and possible action on approval of minutes of meeting held September 22, 2020.
- 4.2) Discussion of 2021 outreach activities. (Public Affairs Director Shay)
  - a) Outreach report.
  - b) Upcoming events/2021 plans.
- 5) Reports.
  - 5.1) Lobbying activities. (Assistant General Manager Ly)
- 6) Board members' requests for future agenda items.
- 7) Date of next Committee meeting.
- 8) Adjournment.



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DENNIS D. LaMOREAUX,  
General Manager

DDL/dd



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## 2021 Outreach Plan

January – New Board Positions (Press Release)

February – 23 Virtual Café con Leche Interview (Board President Dizmang)  
24 Virtual Let’s Talk H2O! Bobcat Fire

March – 29 Virtual Coffee with a Director (Division 1)  
Gardening in the Spring Video

April – 19 Virtual Café con Leche Interview (Director Dino)  
22 Earth Day: Save Water, Convert Your Landscape Webinar  
27 Virtual Coffee with a Director (Division 2)  
Hazard Mitigation Plan Survey  
Kick-off Water Wednesdays on Social Media, Water-Use Efficiency Messaging

May – 5 Virtual CSDA AV/SCV Chapter Exploration Meeting  
Virtual Coffee with a Director (Division 3)  
Virtual Let’s Talk H2O! Water Supply  
Virtual Hazard Mitigation Plan Meetings w/ Community (2 Sessions)  
Water-Use Efficiency Messaging/Outreach  
Virtual Let’s Talk H2O! (Water Supply)  
Virtual Coffee with a Director (Division 3)  
Promote Districts Make a Difference Week

June – Virtual Café con Leche Interview (Director Mac Laren-Gomez)  
Virtual Coffee with a Director (Division 5)  
Customer Care “How To…” Video  
Continue Water-Use Efficiency Messaging/Outreach (Start Radio Ads)

July – 22 Conservation Garden Groundbreaking (PWD 103<sup>rd</sup> Anniversary)  
27 National Night Out (Booth at City Event)  
WTP Open House  
Virtual Coffee with a Director (Division 4)

August – Let’s Talk H2O! (Finance)  
Virtual Café con Leche Interview (Director Wilson)  
Water Expo/Home and Garden Show (Booth)

September – Littlerock Sediment Removal Groundbreaking  
Junior WAA

October – 4<sup>th</sup> Annual WAA (Coincide with Imagine a Day without Water)  
Café con Leche Interview (Director Merino)  
Water Professionals Appreciation Week

November – Let's Talk H2O! (Water Quality or Green Energy)  
Coffee with GM or AGM  
Day of the Dead Event (Booth)  
STEM Day for Girls (Speaker)

December – WUE Rebates

\*To Be Scheduled: Customer Appreciation Day (Lobby Reopening)