MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, DECEMBER 3, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, December 3, 2012, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order.

1) Roll Call.

Attendance:	**Others Present:**
Outreach Committee:	Matt Knudson, Engineering Manager
Gloria Dizmang, Chair	Jim Stanton, Information Technology Manager
Robert Alvarado, Committee Member	Claudette Beck, Water Conservation Supervisor
	Dawn Deans, Executive Assistant
	0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to adopt the agenda, as amended, with Agenda Item No.'s 4.2, 4.4, 4.5, 4.7, 5.3, and 6.2 considered prior to other agenda items.

3) Public Comments.

There were no public comments.

4) Action Items:

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held November 5, 2012.

After a brief discussion, it was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held November 5, 2012, as written.

4.2) Discussion of Next Issue of Water News. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed the upcoming issue of Water News followed by discussion of the articles and revisions.

4.4) Discussion and Possible Action on List and Cost of Annual Community Events for District Participation. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed the community events proposed for District participation in 2013 at an estimated cost increase of $2,500 plus staff time followed by a brief discussion of these events.

4.5) Discussion and Possible Action on Cash for Grass Program for 2013. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed the Cash for Grass Program participants and costs for 2010, 2011, and 2012 and revisions to the rebate amounts for the 2013 Cash for Grass Program after which the Committee discussed the 2013 budget and concurred with these amounts.

4.7) Discussion and Possible Action on 2013 Estimated Water Conservation Outreach Costs. (Chair Dizmang/Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed the water conservation outreach budget for 2012 and staff's recommendations for 2013 including community events, rebates and training, landscape workshops, public information and outreach, Water News both direct mail and email, the web site, and radio advertising and general media, and then reviewed the District's water conservation program and outreach for meeting Best Management Practices and reporting requirements.

Chair Dizmang then requested additional promotion of the District followed by discussion of the 2013 budget, the cost of media advertising and free air time, public information ads, and participating in 30-minute on air radio discussions and 3-minute on air cable tv discussions after which staff was directed to develop a priority list of water conservation outreach costs, a list of topics for on air discussions for Committee review, and a barebones budget for water conservation outreach costs.

5) Old Business.

5.3) Discussion and Possible Action on Video Media for Front Lobby. (Committee Member Alvarado)

Water Conservation Supervisor Beck informed the Committee that a Cash for Grass Powerpoint presentation has been developed for the video media for the front lobby, and it was requested that this also be prepared in Spanish.

6) Information Items.

6.2) Update on 2012-2013 Water Awareness School Education Programs. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck informed the Committee of the costs of the water awareness school education contests for 2012 and for 2013 and then provided the Committee with entry forms for all contests.

4) Action Items:

4.3) Discussion of "Before the First Drop" Marketing Campaign. (Chair Dizmang)

Information Technology Manager Stanton informed the Committee that phase 1 of the interactive "Before the First Drop" marketing campaign is live on the District's web site and that Water Conservation Supervisor Beck is providing the content for phase 2.

4.6) Discussion and Possible Action on Social Media Marketing Campaign. (Committee Member Dizmang)

Executive Assistant Deans reviewed the t-shirt designs developed by Administrative Assistant Henry for the social media marketing campaign to promote the District's Facebook page and to increase the District's email notification list and the quotations received, and after a brief discussion of the budget and of selling extra t-shirts, the Committee directed staff to order 25 adult and 25 youth t-shirts for the campaign at a cost of $500.00.

4.8) Discussion and Possible Action on 2013 Estimated Information Technology Outreach Costs. (Chair Dizmang/Information Technology Manager Stanton)

Information Technology Manager Stanton reviewed the information technology budget for 2012 and staff's recommendations for 2013 followed by discussion of these

recommendations being mostly fixed costs after which the Committee requested staff obtain lower cost alternatives for Nemo-Q.

5) Old Business.

5.1) Status of Water Cost Comparison with Different Water Districts and Comparisons to Gas and Electricity Costs. (Director Dizmang)

There was no additional information on this item.

5.2) Discussion of Amendment to the District's Rules and Regulations Regarding Community Presentations and Policy for Requesting District Speakers and Presentations. (General Manager LaMoreaux)

Executive Assistant Deans informed the Committee that emails have been sent to various community organizations inquiring about presentation topics and that the Committee will be updated as responses are received.

5.3) Discussion and Possible Action on Video Media for Front Lobby. (Committee Member Alvarado)

Information Technology Manager Stanton informed the Committee that holiday greetings and a presentation requested by General Manager LaMoreaux have been added to the video media for the front lobby and that the Cash for Grass presentation provided by Water Conservation Supervisor Beck will be added by next week after which the Committee requested historical photos and before and after Cash for Grass photos also be added.

6) Information Items.

6.1) Update on Landscape Workshops. (Water Conservation Supervisor Roberts)

There was no additional information on this item.

6.3) Status Report on Enhancing the District's Web Site and Social Media Presence. (Information Technology Manager Stanton/Water Conservation Supervisor Roberts)

Information Technology Manager Stanton informed the Committee that the water quality FAQs for the web site are currently being updated to an interactive presentation and that the mobile web site is anticipated to be available by year-end.

6.4) Other.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

The next Outreach Committee meeting was then scheduled for January 7, 2013 at 3:00 p.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned.

Gloria A. Lizmang
Chair