MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MARCH 11, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, March 11, 2013, 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:	Dennis LaMoreaux, General Manager
Gloria Dizmang, Chair	Jim Stanton, Information Technology Manager
Robert Alvarado, Committee Member	Claudette Beck, Water Conservation Supervisor
	Tim Moore, Facilities Manager
	Danielle Henry, Administrative 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 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 February 4, 2013.

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 February 4, 2013, 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.

General Manager LaMoreaux then stated that the deadline for the Level Pay Plan survey referred to in the Water News has been extended to the end of March; that just under 400 surveys have been received; and that the majority of the surveys are in favor of the Level Pay Plan but responders do not want to pay for the Level Pay Plan followed by discussion of options for distributing the Level Pay Plan survey to customers.

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

Water Conservation Supervisor Beck stated that a survey to establish a baseline for customer knowledge of the District for the "Before the First Drop" marketing campaign was included in the most recent issue of Water News; that this survey will be repeated later this year after promotion of the campaign; and then reviewed in detail the promotion of the campaign for entry into ACWA's Best in Blue Achieving Communications Excellence Awards Program.

Information Technology Manager Stanton stated that regarding a social media marketing campaign, 25 usable children's t-shirts have been received; that Ventura Graphics has been nonresponsive on the adult t-shirts, and staff has requested a refund; and that staff recommends adult t-shirts be printed by Kosicks Keepsakes for the amount of $230.00 after which the Committee recommended the refund be received from Ventura Graphics and Kosicks Keepsakes print the adult t-shirts.

The deadline for returning the "Before the First Drop" surveys, methods for conveying the survey answers and the message of the campaign to the public and to schools, the content and timeframe for the follow-up survey, and giveaways to promote the campaign were then discussed.

4.4) Discussion and Possible Action on Social Media Marketing Campaign. (Information Technology Manager Stanton)

Information Technology Manager Stanton informed the Committee that the social medial marketing campaign can proceed once the adult t-shirts are received and that Administrative Assistant Henry is doing a wonderful job of updating Facebook and sending the e-Water News and e-workshop notifications.

4.5) Discussion of Aquadog Animation. (Information Technology Manager Stanton)

Information Technology Manager Stanton informed the Committee of several resources available for animating Aquadog including the District's Adobe programs, an inexpensive website called Animotion, District staff talent, and the District's website designer's skills and that these options can be further explored once the type of story to be animated is determined.

Animation story ideas, obtaining a price from a film company for animation, and water conservation stickers were then discussed.

4.6) Discussion of District "Blow-up-the-Box" Staff Committee. (Committee Member Alvarado)

Committee Member Alvarado requested the Blow-up-the-Box Committee be revived to help improve the customer service department after which General Manager LaMoreaux clarified that the intent of the Blow-up-the-Box Committee is to look at how the District does business and to look at ways for improvement; that the previous Blow-up-the-Box Committee was comprised of a representative from all departments; that staff is still implementing Blow-up-the-Box Committee recommendations including the website update and the water bill template and not sending late notices, which has led to increased lobby traffic; and that this Committee can meet again.

Revisions to the water bills were then discussed after which Committee Member Alvarado requested General Manager LaMoreaux provide a report at the next Outreach Committee meeting on how the Blow-up-the-Box Committee will be implemented and then commended staff on a good of job of communicating with the District's customers and for the promotion of the "Before the First Drop" marketing campaign.

5) Old Business.

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

General Manager LaMoreaux distributed a draft Community Presentations Policy along with previous handouts regarding other agency's community presentation policies and stated that the draft policy was based on feedback topics from community groups; that it includes four simple guidelines; that pre-set topics and presentations can be

developed; and that the policy is intended to provide consistency in the information presented to the public.

After a brief discussion of the guidelines, the Committee concurred with the draft Community Presentations Policy and directed staff to develop a standardized form for requesting District speakers for review at the next Committee meeting.

5.2) Discussion and Possible Action on Video Media for Front Lobby and Development of a Progressive Outreach Video. (Committee Member Alvarado/Information Technology Manager Stanton)

Information Technology Manager Stanton informed the Committee that staff is working on a history video using current images and that this video can be presented to the Committee prior to posting in the lobby.

6) Information Items.

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

There was no additional information to report on this item.

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

Water Conservation Supervisor Beck informed the Committee that contest entries have been received and posted in the Board room and that staff has requested the Directors judge the entries.

6.3) Update on Schedule for On-Air Discussions. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed proposed topics for on-air discussions and stated that District staff is scheduled on High Desert Radio for one hour in April and that topics to be discussed in fifteen minute increments include the "Before the First Drop" campaign drawing, sources of water and the Bay Delta, tips for designing a water wise landscape from a landscape professional, and getting ready for spring.

Information Technology Manager Stanton then requested a recording of the interview for the website.

6.4) Other.

Water Conservation Supervisor Beck distributed the latest water conservation brochures followed by discussion of a "Before the First Drop" brochure.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for April 8, 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. Negrete
Chair