MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, APRIL 8, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, April 8, 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:	Mike Williams, Finance 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 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 March 11, 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 March 11, 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, a poetry contest, Before the First Drop survey results, climate change, and promotion of the ease of paying water bills on line

through the Water News, distribution of English/Spanish flyers at the front counter and at the Senior Center computer classes, and through Facebook.

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

Water Conservation Supervisor Beck reviewed the items completed for the "Before the First Drop" marketing campaign for entry into ACWA's Best in Blue Achieving Communications Excellence Awards Program, the use of the telephone system for promotion of the campaign, the Rules and Regulations for the landscape makeover drawing, coordination of a flash mob dance video, the budget for the campaign including educational videos, and promotion of the campaign through Twitter.

Chair Dizmang then requested that the first educational video be presented to the full Board and commended Water Conservation Supervisor Beck on her creativity with the "Before the First Drop" campaign.

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

Information Technology Manager Stanton stated that the issue on the adult t-shirts with Ventura Graphics has been resolved with the District receiving a full refund; that an adult t-shirt proof has been received from Kosick's Keepsakes and, if acceptable, he will instruct them to proceed; that the t-shirts should be available by the time of the next Committee meeting; and that the social media marketing campaign can then begin after which the Committee agreed that the proof is acceptable.

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

Information Technology Manager Stanton reviewed the time involved for producing quality animation products and then recommended the Committee consider a contract with Miller Bell Video in the amount of $1,450.00 for animation of Aquadog followed by discussion of the use of this animation and the budget, and the Committee concurred with staff's recommendation.

4.6) Discussion and Possible Action on MOU for A.V. Water Partners. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck stated that the Memorandum of Understanding (MOU) between the A.V. Water Partners is a framework of cooperation for water conservation efforts and projects between the District, Quartz Hill Water District, Los Angeles County Waterworks District No. 40, and Rosamond Community Services District followed by discussion of 'Other Interested Groups,' the potential partnership of the Antelope Valley Resource Conservation District, AVEK's participation, of withdrawal from the MOU, and of event participation, and the Committee concurred with the MOU for the A.V. Water Partners and recommended it be presented to the full Board for consideration.

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)

Information Technology Manager Stanton reviewed the draft on line Speaker Request Form for the proposed Policy for Requesting District Speakers and Presentations and routing of the Speaker Request Form, and after discussion of the timeline and direction for requesting and scheduling speakers, Committee Member Alvarado requested a hard copy of the Speaker Request Form, clarification on Item No. 4 of the proposed Policy specifying if the disclosure statement is verbal, written, or both, and if written, a copy of the disclosure form provided for Committee review, and the preparation of a Powerpoint presentation to facilitate Directors providing basic information to groups.

Water Conservation Supervisor Beck then informed the Committee that she and General Manager LaMoreaux are scheduled to speak Friday at the Antelope Valley Black Chamber of Commerce luncheon and that on April 11, she and Greenbee Nursery are scheduled on air for one hour at High Desert Broadcasting to discuss the 'Before the First Drop' campaign, sources of water, the Bay-Delta, and tips for a water-wise landscape.

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 work continues on the history video, and it will be presented to the Committee when complete.

6) Information Items.

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

Water Conservation Supervisor Beck informed the Committee that District workshops are scheduled for April 13 and 25 on landscape and design for the Cash for Grass Program; that a schedule for the A.V. Water Partners' A.V. College Landscape Workshops is posted on the District's website; that the District will host the April and June A.V. College Landscape Workshops; and that additional District Landscape Workshops may be scheduled.

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

Water Conservation Supervisor Beck stated that she provided an update on this item under Agenda Item No. 5.1 followed by discussion of additional on air topics.

Water Conservation Supervisor Beck then stated that she will schedule on air time with Time Warner Cable to discuss the "Before the First Drop" survey.

6.3) Update on "Blow-up-the-Box" Staff Committee. (Water Conservation Supervisor Beck)

Finance Manager Williams informed the Committee that the Blow-up-the-Box Committee has not yet had an opportunity to meet and then provided an overview of the previous items resulting from this Committee including the elimination of the late billing notice, the new bill format in an 8-1/2 x 14 template, the handling of service orders through the use of I-pads, improving the application process and instant ID checks, and requiring owners to sign up for water service.

Committee Member Alvarado then stated that customer service should be at the forefront center of attention of the Blow-up-the-Box Committee after which Chair Dizmang stated that the Blow-up-the-Box Committee is a managerial function but the Outreach Committee could help, if needed, for putting Blow-up-the-Box Committee suggestions into practice and then inquired about any consistent customer concerns that may be able to be addressed technologically.

Finance Manager Williams then reviewed on-hold times, the upcoming interactive voice recognition phone system, and the issues associated with cash customer payment practices after which Chair Dizmang recommended the office doors be closed at 4:30 p.m., and after a brief discussion of this option and reducing overtime costs, she stated she will present this matter to the Finance Committee for discussion as a cost-cutting option.

It was then determined that staff will provide the Committee with status reports on the Blow-up-the-Box Committee.

6.4) Other.

The requirements for the Special District Leadership Foundation "District Transparency Certificate of Excellence" were briefly discussed after which Committee Member Alvarado requested staff provide a report at the next Committee meeting on the District's status in meeting these requirements.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Update on status of meeting requirements for Special District Leadership Foundation "District Transparency Certificate of Excellence" and "Update on District plant sale" will be added to the next agenda for consideration.

Water Conservation Supervisor Beck then informed the Committee that the Antelope Valley Resource Conservation District is holding a grand opening on May 4, 2013 from 9 a.m. to 4 p.m.; that the District will have a booth at this event; and then requested volunteers to work the booth.

There were no further requests for future agenda items.

The next Outreach Committee meeting was scheduled for May 6, 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. Dizmang
Chair