MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MAY 6, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, May 6, 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	Tim Moore, Facilities Manager
Robert Alvarado, Committee Member	Jim Stanton, Information Technology Manager
	Claudette Beck, Water Conservation Supervisor
	Danielle Henry, Administrative Assistant
	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 April 8, 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 April 8, 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, "Before the First Drop" survey results and educational handouts, the upcoming plant sale, creating a 'looking back' section to inform customers of past District events, and the Antelope Valley Resource Conservation District's plant sale.

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 and stated that the next two months will involve customer education, the educational video should be available for review at the next Committee meeting, and one "Before the First Drop" poem was received in response to National Poetry Month.

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

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 requested Agenda Item No.'s 4.4 and 5.2 be considered as one item and then stated that he and Water Conservation Supervisor Beck developed a quick facts presentation for the front lobby video followed by discussion of revisions to the presentation and recognition of the District's lab.

Information Technology Manager Stanton then stated that the Aquadog web site is nearly ready to launch and will be timed to launch with the Facebook kid's giveaway and then reviewed the delivery of the last Constant Contact email.

4.5) Discussion and Possible Action on District Plant Sale. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed the flyer, giveaways, time, set-up, and potential vendors for the District's June 22 plant sale followed by discussion of t-shirt sales or donations, media promotion, and Aquadog photo opportunities.

A giveaway for customers signing up for on-line bill payment was then discussed, and it was determined that a laptop will be made available at the plant sale and at the District's Thursday-Night-on-the-Square booth to encourage customers to sign up for on-line bill payment.

4.6) Discussion and Possible Action to Apply for Special District Leadership Foundation "District Transparency Certificate of Excellence." (General Manager LaMoreaux)

After a brief discussion, it was determined that staff pursue the Special District Leadership Foundation "District Transparency Certificate of Excellence."

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 stated that the District's computer consultant is working on a printable version of the speaker request form, and this will be presented to the Committee when available.

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 stated that in addition to the 'quick facts' presentation, before and after pictures are also now on the front lobby video.

6) Information Items.

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

Water Conservation Supervisor Beck informed the Committee that the District's final Cash for Grass workshops are scheduled for May 18 and 30; that customers applying for the Cash for Grass Program after this time can take the required workshops on line; that additional District workshops will be scheduled in October; and that the A.V. Water Partners' A.V. College Landscape Workshops will continue through October.

6.2) Update on District Events for 2013. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed District events for 2013 and stated that the focus of Thursday-Night-on-the-Square will be to educate customers about the on-line bill payment process and that Aquadog is not scheduled to attend after which Committee Member Alvarado stated that he will talk to City officials regarding Aquadog's attendance at Thursday-Night-on-the-Square.

It was then determined that it is too early to discuss other upcoming District events.

6.3) Update on Aquadog Animation. (Information Technology Manager Stanton)

Water Conservation Supervisor Beck stated that work continues on the animation of Aquadog.

6.4) Other.

Chair Dizmang stated that the cost of cash payments will be discussed at the Finance Committee meeting this week.

7) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

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

8) Adjournment.

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

Gloria A. Dizmang
Chair