MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JUNE 3, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, June 3, 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	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 May 6, 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 May 6, 2013, as written.

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

Information Technology Manager Stanton stated that the design for posting the "Before the First Drop" marketing campaign on Facebook will be presented at the next Committee meeting for approval.

General Manager LaMoreaux then stated that the campaign's educational video will also be available for review at the next Committee meeting.

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

Information Technology Manager Stanton stated that this campaign is tied to the "Before the First Drop" marketing campaign, and staff is ready to move forward.

4.4) Discussion and Possible Action on District Plant Sale to be Held June 22, 2013. (Water Conservation Supervisor Beck)

General Manager LaMoreaux stated that the plant sale is scheduled for June 22, 2013 from 8 a.m. to 1 p.m.; that flyers are being distributed; that the sale will be promoted through Constant Contact and the Water News; and that coupons will be included on the flyer and Constant Contact message followed by discussion of additional promotion of the sale through ads in the Antelope Valley Press.

4.5) Discussion and Possible Action on Amendment to the District's Rules and Regulations Regarding Community Presentations and Policy for Requesting District Speakers and Presentations. (General Manager LaMoreaux)

After a brief discussion of the proposed policy, the Committee concurred to present the policy for requesting District speakers and presentations as an amendment to the Rules and Regulations to the full Board for consideration at the next regular Board meeting.

5) Information Items.

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

Information Technology Manager Stanton stated that Water Conservation Supervisor Beck is working with the animation company on a rough draft of the Aquadog animation.

5.2) Update on Application for Special District Leadership Foundation "District Transparency Certificate of Excellence." (General Manager LaMoreaux)

General Manager LaMoreaux stated that staff is working through the checklist for this Application and that the District currently meets most of the checklist requirements.

5.3) Other.

General Manager LaMoreaux distributed the next issue of Water News for Committee review followed by discussion of the articles.

He then distributed magnets that will be handed out at Thursday-Night-on-the-Square and stated that automated telephone payment options are under review.

He then stated that the Consumer Confidence Report distribution mailing list has been revised, and additional copies of the Report will be printed and mailed to customers prior to the July 1, 2013 deadline.

Director Alvarado stated that he spoke with Mayor Ledford and two Councilmen regarding Aquadog's presence at Thursday-Night-on-the-Square; that they will speak with the Event Coordinator; but that it should not be a problem for him to attend.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

The next Outreach Committee meeting was scheduled for July 1, 2013 at 4:00 p.m.

7) Adjournment.

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

Chair