MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JULY 1, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, July 1, 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 Spvsr.
	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 June 3, 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 June 3, 2013, as written.

Chair Dizmang stated that Agenda Item No. 4.5 will now be considered.

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

Information Technology Manager Stanton stated that coupons for the social media marketing campaign to increase the number of likes on the District's Facebook page were included with the agenda packets and that this campaign can start immediately for the month of July with the Board of Directors selecting ten random winners at the first regular Board meeting in August, and after a brief discussion, the Committee concurred with the start of this campaign.

Chair Dizmang stated that Agenda Item No. 4.2 will now be considered.

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

Water Conservation Supervisor Beck reviewed the articles for the next issue of Water News followed by discussion of the articles, revisions, including Aquadog images, future articles, and combining Constant Contact emails.

4.3) Discussion of "Before the First Drop" Marketing Campaign. (Water Conservation Supervisor Beck/Information Technology Manager Stanton)

The Committee viewed the "Before the First Drop" marketing campaign educational video, which is now on the District's website, followed by discussion of the educational benefit of this video, hosting the video on the lobby monitors, and showing the video at the next regular Board meeting.

Water Conservation Supervisor Beck then gave a status report on the goals and objectives of the "Before the First Drop" campaign.

4.4) Discussion of Aquadog Animation. (Information Technology Manager Stanton/Water Conservation Supervisor Beck)

The Committee viewed the Aquadog animation ad, which will soon be on the District's website, followed by discussion of the Aquadog website and proposed content and updates for this website and hosting the ad on the lobby monitors.

5) Information Items.

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

General Manager LaMoreaux stated that a few items are being added to the District's website to meet the requirements for applying for the Special District Leadership Foundation "District Transparency Certificate of Excellence" and that staff will complete the Application package for this Certification when the website updates are complete.

5.2) Follow-Up on June 22, 2013 Plant Sale. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck stated that 108 hose nozzle/shower timer coupons were presented at the Plant Sale, and attendance doubled over last year followed by discussion of the plants sold, ideas for next year's Plant Sale, and using longer lead times for advertising events through social media.

5.3) Small Business Development Center "Let's Grow Your Business With Email and Social Media" Workshop. (Chair Dizmang)

Chair Dizmang, Executive Assistant Deans, and Administrative Assistant Henry provided an overview of the information from the Small Business Development Center "Let's Grow Your Business With Email and Social Media" Workshop including the recommended number of Facebook postings per week, maximizing the use of Constant Contact and when and how often to send emails, engaging the District's audience through photo albums and options for creating these albums, ensuring emails are viewable through phones, developing a Smart phone app and a future marketing campaign, using social media channels that work best for the District, which at this time is Facebook, free programs available for enhancing Constant Contact emails, and knowing your audience and reaching the District's Spanish-speaking audience.

5.4) Other.

Viewing the redesign of the District's website, highlighting the late payment date and amount due on water bills, the District's booth at Thursday-Night-on-the-Square, and a barking minute timer were discussed.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

The next Outreach Committee meeting was scheduled for August 5, 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. DeMarco
Chair