# MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, AUGUST 5, 2013:

*A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, August 5, 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 | Claudette Beck, Water Conservation Spvsr. |
| Robert Alvarado, Committee Member | Linda Trevino, Water Conservation Aide |
| | 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 July 1, 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 July 1, 2013, as written.

**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, and future articles including

the District's participation at Thursday-Night-on-the-Square, the number of water agencies in the Antelope Valley, and announcing the District's 95th anniversary.

**4.3) Discussion of 2014 Education Programs and Public Information Programs to Meet California Urban Water Conservation Council Requirements. (Water Conservation Supervisor Beck)**

Water Conservation Supervisor Beck reviewed the District's California Urban Water Conservation Council (CUWCC) Best Management Practices compliance requirements, CUWCC reporting requirements, ensuring the District's Public Information and School Education Programs meet CUWCC requirements according to the District's Strategic Plan, how the District is meeting these requirements, and options for continuing to meet these requirements in 2014 followed by discussion of the District's current and proposed programs.

Water Conservation Supervisor Beck then recommended the Committee consider CUWCC requirements when considering the budget for the District's Public Information and School Education Programs.

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

Water Conservation Supervisor Beck stated that the second survey for the "Before the First Drop" marketing campaign has been sent and that drawing a winner will be placed on the agenda for the second regular Board meeting in August.

She then informed the Committee of potential changes to next year's Cash for Grass Rebate Program based on the City of Palmdale's new landscape ordinance.

Chair Dizmang then recommended that packets on the Before the First Drop marketing campaign, water conservation, and conservation hand-outs be developed and sent to Senator Steve Knight, Assemblyman Steve Fox, Congressman Buck McKeon, Senator Barbara Boxer, and Senator Diane Feinstein after which General Manager LaMoreaux stated that a packet and cover letter will be developed for review at the next Committee meeting.

The District's participation at Thursday-Night-on-the-Square was then discussed.

**4.5) Discussion of Development of Goals and Objectives of Outreach Committee. (General Manager LaMoreaux)**

General Manager LaMoreaux stated that the Strategic Plan goals and objectives were included with the agenda packet to help ensure the District's outreach efforts focus on these goals and objectives followed by discussion of revisions to the Strategic Plan to include outreach, and General Manager LaMoreaux stated that staff will develop a draft list of projects from the Strategic Plan's goals and objectives for the Committee to review for development of an outreach plan.

**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 after one item is updated for the District's website, staff will prepare the application for the Special District Leadership Foundation "District Transparency Certificate of Excellence."

**5.2) Update on Constant Contact Tracking Reports. (Information Technology Manager Stanton)**

General Manager LaMoreaux reviewed the tracking reports to date indicating the number of emails sent, opened, bounced, and forwarded through Constant Contact.

**5.3) Update on Social Media Marketing Campaign. (Information Technology Manager Stanton)**

Administrative Assistant Henry reviewed the increase in the number of the District's Facebook likes from the current social media marketing campaign, and it was stated that the winners of the free t-shirts for this contest will be drawn at the August 14, 2013 regular Board meeting.

**5.4) Status of District Website Redesign. (Information Technology Manager Stanton)**

Executive Assistant Deans stated that updated departmental information has been requested for the website redesign and that the background color of the website has been revised.

**5.5) Other.**

Barking dog timers were discussed.

Administrative Assistant Henry informed the Committee of the Facebook response to the posting of the Aquadog shower video as well as the response to an interactive question posed regarding how water is moved through the state.

Committee Member Alvarado inquired about the District's participation in the Antelope Valley International Heritage Festival, which is scheduled for September 14, 2013, and it was stated that this event is on the District's approved event list.

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 September 9, 2013 at 3:00 p.m.

**7) Adjournment.**

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

Chair