MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, OCTOBER 7, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, October 7, 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	Vincent Dino, Director-Elect
Robert Alvarado, Committee Member	Jim Stanton, Information Technology Mngr.
	Claudette Beck, Water Conservation Spvsr.
	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 September 9, 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 September 9, 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.

Executive Assistant Deans then provided a delivery report of last month's Constant Contact e-Water News.

The District's and A.V. College's ads in the A.V. Free Classifieds, participation in the District's and College's workshops, and promotion of these workshops were then discussed.

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

Information Technology Manager Stanton stated that he received a quote for subtitling and providing closed captioning for the "Before the First Drop" videos in the amount of $425.00, and after a brief discussion of the benefits of these options, the Committee concurred with this cost.

Water Conservation Supervisor Beck stated that the winner of the "Before the First Drop" landscape renovation has been notified, a contract has been signed, and his partially xeriscaped landscape will be completed and that the remaining item to be completed for the "Before the First Drop" marketing campaign is the flash-mob dance.

Executive Assistant Deans distributed proposed "Before the First Drop" marketing campaign packets for local legislators followed by discussion of the packets, revisions, and scheduling meetings with local legislators for delivery of the packets, and General Manager LaMoreaux recommended ten copies of the packets be provided to each local legislator to share with their staff.

4.4) Discussion of Meeting California Urban Water Conservation Council Requirements and Maintenance of Year 2020 Gallons Per Capita Per Day. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed the need to ensure the District's gallons per capita per day remains under the year 2015 and 2020 goals, quarterly reporting requirements, the options proposed at the last meeting for reducing gallons per capita per day, and including these options in the 2014 budget followed by discussion of ideas to convey the District's message targeting commercial as well as residential customers including A.V. Press newspaper and website ads, the RFP for the 2014 rate study, which will include public relations, Digivue, Facebook, Constant Contact ads, and Spanish advertising options.

5) Information Items.

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

Information Technology Manager Stanton stated that the District's website consultant continues work on the website redesign, and this will be previewed when available.

5.2) Other.

General Manager LaMoreaux stated that he met with Assemblyman Fox and his staff last Thursday regarding the District's door-tag procedure, use of G.A.C., and outline from the legislative briefing; that the meeting went well; and that District staff resolved the issues for the customer who recently addressed the Board and the Assemblyman's office.

Committee Member Alvarado then stated that Assemblyman Fox apologized to him at the Relay for Life for not notifying the Board about his request for the state audit; that he informed Assemblyman Fox that a better job needs to be done regarding the notification process and quite a few people are now under the impression that the District is in violation and he is after the District rather than other small unknown water agencies; that he received a telephone call from La Prensa Magazine as they printed an article indicating a local water district had increased their rates up to 60% without naming the water agency; that he notified them of his personal and individual comment on the publication of the article; and that the District's accomplishments need to continue to be conveyed to clear up any misconceptions about the District.

Chair Dizmang then stated that she contacted the aide for Assemblyman Fox regarding the audit who stated that they are impressed with Palmdale Water District after which General Manager LaMoreaux stated that the District was requested to be audited to show the difference between public agencies and private agencies.

Chair Dizmang then inquired about public outreach for the upcoming Proposition 218 process after which General Manager LaMoreaux stated that discussions on the upcoming rate study and Proposition 218 process will begin at the Finance Committee level; that his tentative recommendation is to hire consultants for both the rate study and

public relations duties; and that the Outreach Committee's involvement will be in establishing the scope of work for the public relations consultant.

Executive Assistant Deans then informed the Committee of the key steps to effective public outreach included in the agenda packets, which may be helpful for outreach campaigns.

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 November 4, 2013 at 3:00 p.m.

7) Adjournment.

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

Chair