MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, NOVEMBER 4, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, November 4, 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 Mngr.
Robert Alvarado, Committee Member	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 October 7, 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 October 7, 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.

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

Water Conservation Supervisor Beck stated that the landscape renovation for the winner of the "Before the First Drop" contest is complete and that the flash mob dance is being coordinated with District staff followed by discussion of posting lawn signs for the landscape renovation winner, presenting the winner and photos of the landscape at a future Board meeting, and issuing a press release on this topic.

Information Technology Manager Stanton stated that the subtitling and closed captioning files for the "Before the First Drop" videos look good and will be posted on the lobby monitors and Google YouTube after further testing.

The "Before the First Drop" marketing campaign packets for local legislators were reviewed, the Committee concurred with the packet content with minor changes, and Executive Assistant Deans stated that meetings will be scheduled with local legislators for delivery of the packets followed by discussion of posting updated pictures on the District's Community Photo Gallery.

5) Information Items.

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

Information Technology Manager Stanton stated that work continues on updating content for the District's website redesign, and it will be previewed when complete.

5.2) Ad Campaigns for 2014. (Chair Dizmang)

Chair Dizmang inquired about including ads for announcing Board meetings in the 2014 Budget followed by discussion of A.V. Press website ads, Facebook ads, Constant Contact ads, using the lobby monitors, and the cost of these ads being included in the Water Conservation budget.

Water Conservation Supervisor Beck then provided an overview of proposed 2014 advertising including the free press, Spanish ads, and radio and television ads.

5.3) Other.

Executive Assistant Deans informed the Committee of the positive comments received on the District's Facebook page.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

Committee Member Alvarado requested an item be included on the next agenda for "Status of updating content on the lobby monitors."

There were no further requests for future agenda items.

The next Outreach Committee meeting was scheduled for December 9, 2013 at 4:30 p.m.

7) Adjournment.

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

Chair