MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, DECEMBER 9, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, December 9, 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, PWD Director-Elect
Robert Alvarado, Committee Member	Jim Stanton, Information Technology Mngr.
	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 November 4, 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 November 4, 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 two issues of Water News followed by discussion of the articles, revisions, and future articles.

Executive Assistant Deans then reviewed a summary of Constant Contact e-Water News deliveries followed by discussion of the best day to send the 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 flash mob dance video for the "Before the First Drop" campaign is expected to be complete by December 18; that work continues on the landscape makeover video; that the Committee will need to determine how to present these videos; and that October 1, 2014 is the deadline to submit the District's entry for this campaign in ACWA's "Best in Blue" recognition program.

Executive Assistant Deans then presented a meeting schedule with local legislators for delivery of "Before the First Drop" legislative packets followed by discussion of these meetings and a future editorial meeting with the Antelope Valley Press.

5) Information Items.

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

Information Technology Manager Stanton stated that work is progressing on the District's website redesign and that content and format updates have been requested from Department Heads and Supervisors.

Agenda Item No. 5.3 was then considered.

5.3) Other.

Information Technology Manager Stanton stated that a free "Like us on Facebook" window cling has been ordered and that these may be an effective future giveaway item followed by discussion of distributing Facebook campaign t-shirts at the Palmdale Christmas Parade and at Lancaster Jethawks' Stadium.

Water Conservation Supervisor Beck then reviewed the District's float for the Palmdale Christmas Parade.

General Manager LaMoreaux then stated that due to the freezing temperatures, tips to help customers prevent frozen pipes have been posted on the District's website.

He then reviewed advertising options for unclaimed checks, including the cost to advertise in the Antelope Valley Press to meet legal requirements and the cost to advertise in La Prensa Magazine as an additional option, and after a brief discussion, the Committee recommended unclaimed checks be advertised in both the Antelope Valley Press and La Prensa Magazine.

There were no additional information items.

Agenda Item No. 5.2 was then considered.

5.2) Status of Updating Content on the Lobby Monitors. (Committee Member Alvarado)

Information Technology Manager Stanton stated that the movies have been posted on the lobby monitors followed by discussion of providing information in as many different formats as possible and posting a notice in both English and Spanish on the lobby monitors regarding unclaimed checks and where the unclaimed check notices will be published.

6) Board Members' Requests for Future Agenda Items.

It was stated that an item will be included on the next agenda for "Summary on 'Before the First Drop' legislative meetings."

There were no further requests for future agenda items.

7) Adjournment.

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

Gloria A. Kellogg
Chair