MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MARCH 5, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, March 5, 2014, 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:	Matt Knudson, Assistant General Manager
Gloria Dizmang, Chair	Robert Alvarado, PWD Director
Joe Estes, Committee Member	Linda Trevino, Water Conservation Aide
	Danielle Henry, Administrative Assistant
	Claudette Beck, Retired Annuitant
	Dawn Deans, Executive Assistant
	0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Estes, 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 February 5, 2014.

After a brief discussion, it was moved by Committee Member Estes, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held February 5, 2014, as written.

4.2) Review of March, 2014 Water News. (Retired Annuitant Beck)

Retired Annuitant Beck reviewed the articles for the next issue of Water News followed by discussion of the articles, revisions, and future articles, and the Committee concurred with the content of the March, 2014 Water News.

4.3) Discussion and Possible Action on Presentations to Chamber of Commerce Board Members. (Chair Dizmang)

Executive Assistant Deans stated that the Committee had previously discussed presenting the Before the First Drop campaign materials to the Board of Directors of the Palmdale, Hispanic, and African-American Chambers of Commerce with presentations to the memberships if requested, and after a brief discussion, staff was directed to schedule these presentations.

4.4) Discussion and Possible Action on Presentation of Certificates of Appreciation to Non-Water-Related Organizations by Directors Attending Various Community Events. (Committee Member Estes)

Committee Member Estes stated that the District is making efforts to improve its public image and presenting Certificates of Appreciation to non-water-related organizations at various community events on behalf of the District will help these efforts; that Certificates to be presented are for those that have done something for this community; that the Directors are public officials and are representing more than the Palmdale Water District but the city of Palmdale as public officials; and that the Certificates would let the District's constituents know the Directors are there for more than just water issues but are there representing a Division and the community.

Chair Dizmang then stated that Certificates of Appreciation should be limited to those with a connection to the water industry as it means more and has more value; that too much of a good thing loses its value; and that she recommends that Certificates for water related events automatically be prepared and presented and all other Certificates be presented individually for consideration by the Board.

After a further discussion, it was determined that this item be presented to the full Board for consideration with no Committee recommendation.

5) Information Items.

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

Assistant General Manager Knudson stated that a test site for the website redesign has been developed and distributed to Department Heads for review and comment with an anticipated go-live date of April 1 after which Chair Dizmang requested the Board review the test site.

5.2) Status on the District's Drought Message. (General Manager LaMoreaux)

Assistant General Manager Knudson stated that the District supports the Governor's January 17 proclamation of a 20% voluntary water use reduction and that by April, the District will have a better idea of its water supply.

Water Conservation Aide Trevino then informed the Committee of the District's shared water conservation message with the City of Palmdale on the auto mall's electronic billboard, and the City of Palmdale will be including an article in their next community newsletter.

Assistant General Manager Knudson then stated that the District's internal Drought Task Force Team is scheduled to meet next week followed by discussion of the District's steps for drought, water supply projections, projected demands, and additional conservation efforts based on the outcome of water supply and demand projections.

5.3) Review of Antelope Valley Press Editorial Meeting. (Chair Dizmang)

Chair Dizmang reviewed the outcome of the recent Antelope Valley Press editorial meeting where they discussed the Before the First Drop campaign and the drought followed by discussion of the receptiveness of this information.

Executive Assistant Deans then referred to a recent email from the Antelope Valley Press thanking the District for scheduling the briefing and for the helpful information provided followed by discussion of previous Before the First Drop legislative meetings and hiring a Public Information Officer for the District.

5.4) Review of Annual District Workshops/Events. (Water Conservation Aide Trevino)

Water Conservation Aide Trevino informed the Committee of upcoming Landscape Workshops, the March Home and Garden Show, and the June 14 Plant Sale followed by discussion of the reasons for not participating in Thursday-Night-on-the-Square, and it was determined that Aquadog and a trainer attend Thursday-Night-on-the-Square, if allowed, to promote water conservation rather than staff manning a booth at this event.

Retired Annuitant Beck then stated that the District will also participate in the Antelope Valley Resource Conservation District's events as they are directly related to landscaping and education.

It was then determined that the Committee concurs with participation at these events and that staff investigate the possibility of Aquadog and a trainer attending Thursday-Night-on-the-Square.

5.5) Other.

Assistant General Manager Knudson reported that the District is required to send an annual Consumer Confidence Water Quality Report; that this Report must be received by every resident by July 1; that District staff and Retired Annuitant Beck are developing the Report; and that alternative distribution methods for delivery of the Report are being investigated and can result in cost savings.

Water Conservation Aide Trevino then reported that Finance Manager Williams requested she inform the Committee that the Interactive Voice Recognition will be installed next week; that it is expected to be on line soon; that a message will be included on the water bill about this payment method; and that an announcement insert will also be included in the April billing.

Assistant General Manager Knudson then stated that a pay-by-phone bill payment method is also being added.

Committee Member Estes then recommended an opinion survey be included on the kiosk with key questions on the District's services after which Executive Assistant Deans suggested the District's new Public Information Officer develop the survey questions.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

Committee Member Estes requested an item be placed on the next agenda for "Consideration and possible action on the District manning a public information booth at the Four-Points Swap Meet" and stated that the owner of the Four-Points Swap Meet indicated they will provide the District with a free booth and that this would be an opportunity to share information about District and the Proposition 218 process.

Chair Dizmang requested an item be placed on the next agenda for "Status report on 2014 Water Conservation Education/School Program."

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held April 2, 2014 at 3:00 p.m.

7) Adjournment.

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

Gloria A. Dizmang
Chair