MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, APRIL 2, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, April 2, 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:	Dennis LaMoreaux, General Manager
Gloria Dizmang, Chair	Robert Alvarado, PWD Director
Joe Estes, Committee Member	Matt Knudson, Assistant General Manager
	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 March 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 March 5, 2014, as written.

4.2) Review of April, 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 April, 2014 Water News.

4.3) Discussion and Possible Action on June 14 Plant Sale. (General Manager LaMoreaux)

General Manager LaMoreaux stated that preparations for the June 14 Plant Sale have begun after which Retired Annuitant Beck stated that staff is developing a coloring contest in coordination with other agencies and suggested the entries be judged at the Antelope Valley Resource Conservation District's Plant Sale and at the District's Plant Sale.

4.4) Discussion and Possible Action on the District Manning a Public Information Booth at the Four-Points Swap Meet. (Committee Member Estes)

Committee Member Estes stated that the owners of the Four-Points Swap Meet have offered the District a booth free of charge for at least one day and that approximately 3,500 people attend this event. Having a booth the weekend before the Plant Sale to promote the Plant Sale, the drought, and the Proposition 218 process was then discussed, and the Committee concurred with having a booth at the Four-Points Swap Meet.

5) Information Items.

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

Information Technology Manager Stanton reported that the contract with the District's current website consultant has been terminated; that staff recommends the District enter into a contract with Tripepi Smith & Associates, Inc. for website development services in the not-to-exceed amount of $20,000; and that this be presented to the full Board for consideration at the April 9, 2014 meeting followed by discussion of the current contract, the proposed contract, and the opportunity for Board input on the new website. The Committee then concurred with this item being presented to the Board for consideration at the April 9 Board meeting.

5.2) Status on Scheduling 'Before the First Drop' Presentations to Chamber of Commerce Board Members. (General Manager LaMoreaux)

General Manager LaMoreaux stated that staff contacted the Palmdale Chamber of Commerce, the Antelope Valley Hispanic Chamber of Commerce, and the African-American Chamber of Commerce regarding presentation of the 'Before the First Drop'

campaign to their Directors; that this resulted in an offer from the African-American Chamber of Commerce for a luncheon presentation; that staff will reserve this offer until June for discussion on the Proposition 218 process; and that staff has re-contacted the Chambers for presentation of the 'Before the First Drop' campaign to their Directors.

District membership in the Antelope Valley Hispanic Chamber of Commerce and African-American Chamber of Commerce was then discussed, and it was determined that this be discussed at a future meeting.

5.3) Status Report on 2014 Water Conservation Education/School Program. (Water Conservation Aide Trevino)

General Manager LaMoreaux stated that the District received approval from the Palmdale School District for distribution of a flyer informing teachers of the availability of District presentations; that a coloring contest is being developed with other agencies; and that staff will continue working with the schools followed by discussion of earlier distribution of materials to the schools and development of annual contests.

5.4) Status on Aquadog Participation at Thursday-Night-on-the-Square. (Water Conservation Aide Trevino)

General Manager LaMoreaux stated that Aquadog will be allowed to attend Thursday-Night-on-the-Square and will attend when the themes are best suited for children followed by discussion of the District's participation and the social aspect at Thursday-Night-on-the-Square.

5.5) Review of the District's Participation at Home & Garden Show. (Water Conservation Aide Trevino)

General Manager LaMoreaux stated that the District recently participated at the Home & Garden Show in a shared booth; that hand-outs were distributed; that not too many of the District's customers attended; but that one participant signed up for the Cash for Grass Program and one person was added to the email list.

5.6) Other.

Retired Annuitant Beck stated that different topics for the District's Landscape Workshops have been added in addition to the Cash for Grass Workshops and that Water

Conservation Aide Trevino will develop a brochure to include the Seven Steps of Xeriscaping and the Cash for Grass Program rules, which can be printed in both English and Spanish.

General Manager LaMoreaux stated that April 22 is Earth Day; that Northrop is hosting an education week for their employees, and the District has been invited to speak some time during that week; and that the Committee will be informed of the date of the presentation.

He then provided the Water Education Foundation's annual report for the Committee's review.

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 District membership in the Antelope Valley Hispanic Chamber of Commerce and African-American Chamber of Commerce."

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held May 21, 2014 at 3:00 p.m.

7) Adjournment.

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

Chair