MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MAY 21, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, May 21, 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
	Jim Stanton, Information Technology Manager
	Claudette Beck, Retired Annuitant
	Danielle Henry, Administrative Assistant
	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 April 2, 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 April 2, 2014, as written.

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

Retired Annuitant Beck reviewed the articles for the May issue of Water News followed by discussion of the articles, revisions, landscape watering tips to save water, topics for future landscape workshops, and future articles, and the Committee concurred with the content of the May, 2014 Water News.

4.3) Consideration and Possible Action on District Membership in Antelope Valley Hispanic Chamber of Commerce and African-American Chamber of Commerce. (Committee Member Estes)

After a brief discussion of these Chambers and of the cost of membership, it was moved by Committee Member Estes, seconded by Chair Dizmang, and unanimously carried that the Committee concurs with District membership in the Antelope Valley Hispanic Chamber of Commerce and African-American Chamber of Commerce and that this item be presented to the full Board for consideration.

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

General Manager LaMoreaux distributed an ad for the June 14 Plant Sale and stated that several vendors have been scheduled for the Plant Sale.

5) Information Items.

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

Information Technology Manager Stanton reviewed several sample web site wire frames and stated that staff is scheduled to meet tomorrow to review the wire frames.

5.2) Status of Booth Preparation for Four-Points Swap Meet. (General Manager LaMoreaux)

General Manager LaMoreaux stated that the initial meeting with the consultants and staff for the Water Rate Study was held earlier today and that as the District's message and strategy is developed for the Study, the booth will be included in the July and/or August timeframe.

5.3) Other.

Retired Annuitant Beck reviewed the District's entry for ACWA's Best in Blue Recognition Program, and it was determined that the District's new PIO/Conservation Director submit the District's entry into this Program followed by discussion of the timeframe for hiring a PIO/Conservation Director.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held June 10, 2014 at 5:30 p.m.

7) Adjournment.

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

Chair