MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JUNE 10, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, June 10, 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	Matt Knudson, Assistant General Manager
Joe Estes, Committee Member	Jim Stanton, Information Technology 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 May 21, 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 May 21, 2014, as written.

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

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

Retired Annuitant Beck then informed the Committee that this is her last meeting, and the new PIO/Conservation Director will be taking over for the next meeting after which the Committee thanked Retired Annuitant Beck for her years of service to the District.

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

General Manager LaMoreaux reviewed the plans, publicity, and vendors for the June 14 Plant Sale followed by discussion of promotional give-away items for the Plant Sale and other community events.

Committee Member Estes then informed the Committee of the location of the District's 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 stated that a final color scheme and design layout for the website has been approved, and the designer is on schedule.

5.2) Status of Strategic Plan Brochure. (General Manager LaMoreaux)

General Manager LaMoreaux stated that the Strategic Plan brochure outline is being developed with Board and facilities pictures scheduled for tomorrow, and a proof is anticipated in a few weeks.

5.3) Other.

General Manager LaMoreaux reviewed the process for the PIO/Conservation Director position and stated that the Board will meet the final candidates after the Organization Chart workshop.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

The lack of response to the Antelope Valley Press editorial meeting and joining the City of Palmdale's Channel 27 line-up were discussed after which General Manager LaMoreaux stated that a follow-up editorial meeting may be requested when the District's drought message has been developed, and he will follow-up with City Manager Childs regarding Channel 27.

There were no requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held July 1, 2014 at 3:00 p.m.

7) Adjournment.

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

Chair