MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 8, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, September 8, 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	Mike McNutt, PIO/Conservation Director
	Jim Stanton, Information Technology Manager
	Mike Williams, Finance Manager
	Linda Trevino, Water Conservation Aide
	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 August 6, 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 August 6, 2014, as written.

4.2) Discussion of Development of an Outreach Plan Based on the District's Strategic Plan. (General Manager LaMoreaux)

General Manager LaMoreaux stated that with the completion of the Strategic Plan brochure, staff recommends a plan be developed for promoting and publicizing the Strategic Plan, and after a brief discussion of the brochure, of the Before the First Drop campaign, and of publicizing the Internship Program, the Committee concurred with staff's recommendation.

4.3) Discussion and Possible Action on Video Production. (Public Information Officer/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the District has developed several videos and that he recommends other professional videos be developed, and after a brief discussion of ideas and the cost of these videos, staff was directed to obtain a proposal for development of professional videos for consideration at the next Committee meeting.

4.4) Discussion and Possible Action on Radio/Television Advertising. (Public Information Officer/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the District has previously contracted with local radio stations for advertising; that staff has researched the most effective stations for this advertising; and that he recommends options for creative advertising be pursued after which the Committee recommended a radio advertising proposal be developed for discussion in the 2015 budget process.

Working with the City of Palmdale's Channel 27 programming was then discussed.

4.5) Discussion and Possible Action on District-Hosted Webinars. (Public Information Officer/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed his recommendation for the District to begin hosting free webinars on a nationwide basis, and after a brief discussion of potential topics, a live Twitter chat for interactive questions, guest speakers, and the software needed for these webinars, the Committee concurred with this recommendation and requested costs be obtained and provided at the next meeting.

5) Information Items.

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

Information Technology Manager Stanton reviewed the updated website and stated that staff hopes to have the new site live in the next few weeks followed by discussion of the design and Spanish translation for the site.

5.2) Other.

PIO/Conservation Director McNutt stated that staff is working on the October issue of Water News and that the Water News template is being redesigned followed by discussion of the frequency of issuing the Water News.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion and possible action on video production" and "Discussion and possible action on District-hosted webinars" will be placed on the next agenda for consideration.

Committee Member Estes then requested all items affecting the budget be presented to the Committee for review and an update on participation in the City of Palmdale's Channel 27 be provided at the next meeting.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held October 7, 2014 at 10:30 p.m.

7) Adjournment.

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

Gloria D. Dizmang
Chair