MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, NOVEMBER 4, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, November 4, 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	Mike McNutt, PIO/Conservation Director
Joe Estes, Committee Member	Jim Stanton, Information Technology Manager
	Linda Trevino, Water Conservation Aide
	Dawn Deans, Executive Assistant
	1 member 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 October 7, 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 October 7, 2014, as written.

4.2) Review of November, 2014 Newsletter. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed article ideas for the November issue of The Pipeline, which will be distributed via email, and after a brief discussion of potential feature articles, the Committee concurred with the content.

He then informed the Committee of several water conservation programs staff is researching for restaurants and businesses.

Ms. Helen Velador, Palmdale resident, then informed the Committee of water running at Pete Knight High School.

4.3) Discussion and Possible Action on Hosting Saturday Informational Meetings. (General Manager LaMoreaux)

PIO/Conservation Director McNutt stated that a Christmas Customer Appreciation Day will be held Saturday, December 20, where Santa will be available for pictures, Aquadog and Dewdrop will attend, refreshments will be available, staff will offer assistance on conservation, customer service, the rate restructure, and the Rate Assistance Program, and there will be a Spanish radio station broadcast and a Toys for Tots campaign.

5) Information Items.

5.1) Status on the Development of a Customer Advisory Committee. (General Manager LaMoreaux)

General Manager LaMoreaux stated that he will obtain experiences on Customer Advisory Committees from other water agencies and report in January followed by discussion of the purpose of such a Committee.

5.2) Status on Spanish Translation of Critical Information and Editorial Meeting with Hispanic Media Sources. (General Manager LaMoreaux)

PIO/Conservation Director McNutt stated that an editorial meeting was held with La Prensa and staff is waiting for contacts from their publication, space is limited, they would like the District to advertise in their publication, the District is currently advertising on Juan Radio, and a meeting was held with Lamar Billboards followed by discussion of manning a booth at the Four-Points Swap Meet.

5.3) Status on Video Production and District-Hosted Webinars. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that quotations are expected shortly for video production and District-hosted webinars; that the District-hosted webinar with the City of Toledo is scheduled for December 10; that the District's webinar series will then be scheduled; and that he has a meeting this afternoon with the District's previous video production company.

5.4) Other.

PIO/Conservation Director McNutt stated that the Palmdale Chamber of Commerce Holiday Parade is December 13 with the theme of "Grinchmas;" that the District will have a float entry in the parade; and that decorating and participant discussions will begin tomorrow.

He then stated that the Landscaping for Water Conservation Expo was held last weekend; that approximately 400 attended; that he served as emcee; that there were several presentations, including a drought presentation by Assistant General Manager Knudson; that approximately 20 vendors attended; and that the event was well-publicized.

He then stated that he was interviewed about water conservation for the City of Palmdale's Channel 27 broadcast.

He then stated that he, President Mac Laren, General Manager LaMoreaux, and Claudette Beck will be attending the ACWA Conference luncheon for the Best in Blue Award followed by discussion of a Best in Blue entry reaching out to the District's Hispanic community.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

Chair Dizmang requested that the District's outreach efforts be themed, a timeline be created, and goals and an organizational plan be developed after which General Manager LaMoreaux stated that staff will organize outreach items to fit the Strategic Plan and an outreach calendar will be developed.

Education and a possible short-video production contest through the high schools was then discussed.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held December 9, 2014 at 10:30 a.m.

7) Adjournment.

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

Gloria A. Mahoney
Chair