MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 15, 2021:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, September 15, 2021, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 4:00 p.m.

1) Roll Call.

Attendance:	**Others Present:**
Committee:	Dennis LaMoreaux, General Manager
Kathy Mac Laren-Gomez, Chair	Adam Ly, Assistant General Manager
Don Wilson, Committee Member	Judy Shay, Public Affairs Director
	Dawn Deans, Executive Assistant
	0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to adopt the agenda, as written.

3) Public Comments for Non-Agenda Items.

There were no public comments for non-agenda items.

4) Action Items: (The Public Shall Have an Opportunity to Comment on Any Action Item as Each Item is Considered by the Committee Prior to Action Being Taken.)

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held August 4, 2021.

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held August 4, 2021, as written.

4.2) Discussion of the District's Response to the Drought. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)

Public Affairs Director Shay provided an overview of the District's response to the drought, including radio ads that will run through the end of September, and stated that social media messaging has continued and that a joint workshop with the City of Palmdale to teach customers how to save water is scheduled for September 29.

4.3) Discussion of 2021 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay stated that a written Outreach Report of upcoming events and 2021 plans was included with the agenda packets if there are any questions and that as updates, two additional press releases were issued, additional articles were in the A.V. Press and the City of Palmdale's newsletter, the fall edition of The Pipeline was sent, and social media posts continue.

b) Upcoming Events/2021 Plans.

She then stated that the Junior Water Ambassador's Academy has been postponed until spring 2022; that the California Special Districts Association (CSDA) chapter lunch meeting for special districts in the Antelope and Santa Clarita Valleys is scheduled for September 22; and that the Ways to Save Water Workshop with the City of Palmdale is scheduled for September 29 followed by discussion of local agency and District Director participation in the CSDA luncheon and the District's banners encouraging water conservation.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that the focus has been on SB222 regarding state low-income assistance, which has been amended, and the District has taken a watch position on this bill as there is still no funding mechanism for the assistance followed by discussion of collaboration with other agencies.

6) Board Members' Requests for Future Agenda Items.

Chair Mac Laren-Gomez requested a future agenda item for "Discussion of outreach for the District's commercial water conservation rebate programs."

There were no further requests for future agenda items.

7) Date of Next Committee Meeting.

It was stated that the next Outreach Committee meeting will be held October 20, 2021 at 4:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:23 p.m.

Chair