

**MINUTES OF STRATEGIC PLAN WORKSHOP OF THE BOARD OF DIRECTORS  
OF THE PALMDALE WATER DISTRICT MARCH 24, 2014:**

*A Workshop meeting of the Board of Directors of the Palmdale Water District was held Monday, March 24, 2014, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. President, Kathy Mac Laren, called the meeting to order.*

**1) Pledge of Allegiance.**

At the request of President Mac Laren, Director Dino led the pledge of allegiance.

**2) Roll Call.**

**Attendance:**

Kathy Mac Laren, President  
Robert Alvarado, Vice President  
Gloria Dizmang, Treasurer  
Joe Estes, Secretary  
Vincent Dino, Director

**Others Present:**

Dennis LaMoreaux, General Manager  
Matt Knudson, Assistant General Manager  
Mike Williams, Finance Manager  
Peter Thompson II, Operations Manager  
Tim Moore, Facilities Manager  
Jim Stanton, Information Technology Manager  
Jennifer Emery, Human Resources Manager  
Dennis Hoffmeyer, Senior Accountant  
Gene Taylor, Customer Service Supervisor  
Claudette Beck, Retired Annuitant  
Dawn Deans, Executive Assistant  
Dr. Bill Mathis, Consultant  
Janice Mathis, Consultant  
0 members of the public

**3) Adoption of Agenda.**

It was moved by Director Alvarado, seconded by Director Dizmang, and unanimously carried to adopt the agenda, as written.

**4) Workshop to Update Palmdale Water District's Strategic Plan. (General Manager LaMoreaux/Dr. Bill Mathis, The Mathis Group)**

Dr. Bill Mathis, of The Mathis Group, informed the Board of the process for updating the District's Strategic Plan and then reviewed the five Strategic Initiatives developed for the update, the potential function of a Public Information Officer position, a brochure outlining the District's Strategic Initiatives, the development of work plans for

the Department Managers to meet Strategic Initiatives, and the development of a project management system.

After a brief demonstration of the IVR phone system, review of various payment options for District customers, and discussion of the implementation of the iPads for field staff, each of the Department Managers and Retired Annuitant Beck presented Department priorities for each of the Strategic Initiatives, the current status of these priorities, and items needed from the Board to fully reach these priorities followed by Board input and comment.

At 4:15 p.m., President Mac Laren called for a fifteen-minute recess. She reconvened the workshop meeting at 4:30 p.m.

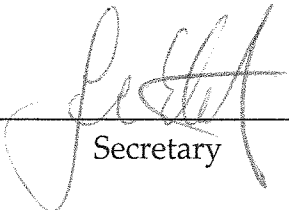
Department Manager presentations continued after which Dr. Mathis stated that staff will be further developing their Strategic Initiative priorities based on Board input for the April 14 Strategic Plan Workshop; that staff will need the Board's committed support to meet their Strategic Initiative priorities; that he will be meeting independently with Board members to discuss choice points and obtain clarity on positions; that the Assistant General Manager role and organization chart revisions will be discussed at the next Workshop; and that the Strategic Plan can be more clearly defined at this Workshop.

Director Alvarado then requested Department Managers prepare a response for discussion at the April 14 Workshop on helping the Board achieve the implementation of a good neighbor policy.

Information Technology Manager Stanton then distributed the Directors' iPads.

**5) Adjournment.**

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

  
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Secretary