

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE  
WATER DISTRICT, APRIL 9, 2012:**

*A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, April 9, 2012, 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:**

Outreach Committee:

Gloria Dizmang, Chair

Robert Alvarado, Committee  
Member

**Others Present:**

Dennis LaMoreaux, General Manager

Jim Stanton, Information Technology Manager

Matt Knudson, Engineering Manager

Claudette Roberts, Water Conservation Spvsr.

Dawn Deans, Executive Assistant

1 member of the public

**2) Adoption of Agenda.**

It was moved by Committee Member Alvarado, 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 March 5, 2012.**

After a brief discussion, it was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held March 5, 2012, as written.

**4.2) Discussion and Possible Action on Plan to Enhance the District's Web  
Site and Social Media Presence. (Information Technology Manager Stanton)**

Information Technology Manager Stanton informed the Committee that the Google translation bar for the District's web site is now operational at no cost to the

District; that Constant Comment can help enhance the District's web site and Facebook presence at a cost of \$3,000.00 per year; but that this cost can be reduced if options are tailored to meet the District's needs, and after discussion of these options, staff was directed to obtain a revised quote from Constant Comment for e-mail newsletters and quarterly social campaigns and to provide funding options for this work.

He then informed the Committee that the District's Organization Chart includes a Community and Government Affairs Coordinator position; that in addition to public relations and managing the District's image, staff recommends this position take management control of all social media and web site content from existing staff; and then reviewed salary and hiring costs for this position followed by a further discussion of the job duties of the Community and Government Affairs Coordinator and funding opportunities for this position; the District's mascot, Aquadog; Newhall County Water District's virtual garden tour; and the ease of locating and renaming the District's virtual plant tour.

**4.3) Discussion of Distribution of Press Releases. (General Manager LaMoreaux)**

Executive Assistant Deans informed the Committee of the current distribution of press releases and of the Antelope Valley Press and TimeWarner Cable's responses regarding publicizing Board meetings, and after a further discussion of the options available for publicizing Board meetings, staff was directed to send an email to the Antelope Valley Press briefly summarizing the action items for the next regular Board meeting.

**4.4) Discussion of Community Presentations. (General Manager LaMoreaux)**

Water Conservation Supervisor Roberts reviewed a draft water conservation presentation, including legislation, reporting requirements, and the District's education and rebate programs, and stated that a separate, standardized presentation will be developed for children, and after a brief discussion of the presentation, General Manager LaMoreaux informed the Committee that this presentation will be made to the full Board at the April 25, 2012 Board meeting.

**4.5) Discussion of Content for May Issue of Water News. (Water Conservation Supervisor Roberts)**

Water Conservation Supervisor Roberts distributed the current issue of Water News and reviewed the current layout followed by discussion of future content, developing a design booklet in addition to the District's plant selection booklet, and adding before and after Cash for Grass Rebate Program photographs to the District's web site to further educate our customers.

**4.6) Discussion of the Palmdale Water District Hosting a Water Awareness Fair. (General Manager LaMoreaux/Water Conservation Supervisor Roberts)**

Water Conservation Supervisor Roberts informed the Committee that rather than a Water Awareness Fair, staff recommends a one day plant sale be held, and after a brief discussion of the various options for conducting a plant sale, children's education programs, and reintroducing AquaDog, the Committee recommended staff develop an outline and plan for hosting a one-day plant sale during the third week in May for consideration of the full Board at the April 25, 2012 Board meeting and, if approved, final plans be reviewed at the next Committee meeting.

**4.7) Discussion of a Policy for Requesting District Speakers and Presentations. (General Manager LaMoreaux)**

General Manager LaMoreaux stated that there is no additional information on this item.

**4.8) Discussion of a Policy for Board Submittal of Content and Articles for the District's Social Media Sites and Publications. (General Manager LaMoreaux)**

General Manager LaMoreaux stated that there is no additional information on this item but that this Policy would be included under Article 4 of the District's Rules and Regulations followed by discussion of the restrictions of such a Policy.

**5) Information Items.**

**5.1) Update on Landscape Workshops. (Water Conservation Supervisor Roberts)**

Water Conservation Supervisor Roberts informed the Committee that through the A.V. Water Partners, the District is hosting a landscape workshop on plants at A.V. College on April 14, 2012 from 9 a.m. to noon; that the next A.V. College workshop will be

on leaks conducted by Home Depot; that Los Angeles County and Quartz Hill Water District will host the next few landscape workshops with the District hosting a landscape workshop in August; and that the District will also host a landscape workshop at the District office on the Cash for Grass Rebate Program.

Committee Member Alvarado then informed the Committee of his efforts to share information with the District's customers through Facebook and his newly developed Director web site.

General Manager LaMoreaux then informed the Committee of the Antelope Valley Board of Trade's events for the month of April.

There were no further information items.

**6) Board Members' Requests for Future Agenda Items.**

It was determined that "Discussion and possible action on plan to enhance the District's web site and social media presence through Constant Contact" and "Discussion of community presentations" and "Discussion of content for next issue of Water News" and "Discussion of the Palmdale Water District hosting a plant sale" and "Discussion of a policy for requesting District speakers and presentations" and "Discussion of a policy for Board submittal of content and articles for the District's social media sites and publications" will be discussed at the next meeting.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for May 7, 2012 at 3:00 p.m.

**7) Adjournment.**

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

  
Chair