

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, AUGUST 6, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, August 6, 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 Ciampa, Attorney

Jim Stanton, Information Technology Manager

Claudette Roberts, Water Conservation Spvsr.

Tim Moore, Facilities Manager

Dawn Deans, Executive Assistant

0 members 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 July 9, 2012.

It was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held July 9, 2012, as written.

4.2) Discussion of Next Issue of Water News. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed the draft issue of Water News and stated that this issue will be sent electronically and the next issue will be emailed and

direct-mailed followed by discussion of including the "Before the First Drop" campaign in the next issue.

4.3) Discussion of "Before the First Drop" Marketing Campaign. (Chair Dizmang)

Facilities Manager Moore presented draft artwork for the "Before the First Drop" marketing campaign after which the Committee and staff suggested revisions and discussed the next steps to prepare the artwork in final form and the required content for developing a web page for the District's web site.

4.4) Discussion of Directors' Electronic Communications Issues. (Chair Dizmang)

Attorney Ciampa reviewed potential issues that could arise out of Directors' use of electronic and social media communications followed by discussion of the Brown Act and potential violations, developing a policy or guidelines for posting comments through electronic media sources, Directors' boundaries and rights to comment, public officials' free speech restrictions, changing technology, and Directors communicating to the public within their division through the District's web site, via the e-Water News, or other electronic media sources after which Attorney Ciampa was directed to develop an outline of concepts for Directors' electronic communications issues for discussion at the next Outreach Committee meeting.

Director Alvarado then thanked Attorney Ciampa for attending and working with the Committee on this subject and stated that he hopes that he can develop fair guidelines to protect both the District and the individual Directors as the goal is to follow the rules; that if a policy needs to be developed then so be it; that Directors do have the right to communicate with the people who put them in office; and that he agrees that fair guidelines may need to be established that do not violate the Directors' rights to express themselves as he does not want to see anyone's rights restricted.

4.5) Discussion and Possible Action on Participation in Parades. (Committee Member Alvarado)

Committee Member Alvarado stated that an effective way to restore the District's image is to conduct seasonal outreach campaigns; that becoming proactive and more active in the community through parades is another outreach opportunity; that participation at parades lets the customers know about the District and presents a united

front for the Directors; and then encouraged his fellow Board members to join him in participating in the upcoming Antelope Valley Fair.

The District's participation, individual Director participation, potential liability issues, the District's previous participation in Palmdale parades, and the pros and cons of parade participation were then discussed after which it was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried that "Consideration and possible action on Palmdale Water District participation in the 2012 Antelope Valley Fair parade on August 18, 2012" be added to the agenda for the August 8, 2012 regular Board meeting followed by discussion of the use of Aquadog and District signage in the parade.

5) Old Business.

5.1) Status of Water Cost Comparison With Different Water Districts and Comparisons to Gas and Electricity Costs. (Director Dizmang)

General Manager LaMoreaux informed the Committee that the comparison presented this evening compares the District and Antelope Valley area water providers as well as water providers for a broader area followed by discussion of how the District compares to these agencies and public relations use of this information to put the District's water rates in perspective to other agencies' rates as the District does not have the highest rates.

6) Information Items.

6.1) Update on Landscape Workshops. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that the District will host a Landscape Workshop at A.V. College on August 18 and there are raffles for this Workshop; that Los Angeles County Waterworks will be hosting a plant sale with Home Depot in September; that college workshops will be scheduled for 2013; and that District workshops will begin in January regarding the Cash for Grass program.

6.2) Status Report on Enhancing the District's Web Site and Social Media Presence. (Information Technology Manager Stanton/Water Conservation Supervisor Roberts)

Information Technology Manager Stanton informed the Committee of proposed and pending changes to the District's web site including a new boundary map and the Constant Contact link for email sign-ups; of the success of the recent Constant Contact campaign; of the number of Facebook likes; of adding Quick Response, or QR codes, to the District's web site, Facebook page, receipts, and other media sources; and of creating additional email categories through Constant Contact after which Water Conservation Supervisor Roberts informed the Committee of the number of Constant Contact email recipients attending the recent Quartz Hill Water District workshop and of upcoming advertising on the Antelope Valley Press web site.

6.3) Other.

Chair Dizmang inquired about various web site updates including the water allocation table, cartoons, revising the contact information, and job opportunities after which Information Technology Manager Stanton provided clarification on these areas of the web site.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

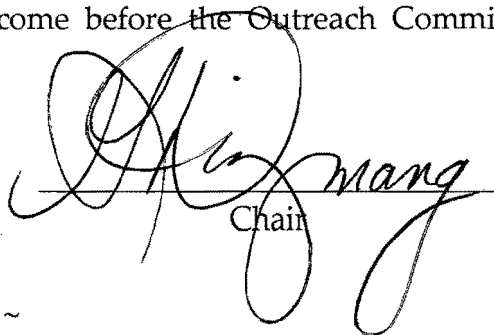
Chair Dizmang then stated that "Discussion of next issue of Water News" and "Discussion of 'Before the First Drop' marketing campaign" and "Discussion of Directors' electronic communications issues" will be discussed at the next meeting.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for September 10, 2012 at 3:00 p.m.

7) Adjournment.

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


Chair