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

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, July 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:	**Others Present:**
Outreach Committee:	Dennis LaMoreaux, General Manager
Gloria Dizmang, Chair	Kathy Mac Laren, PWD Director
Robert Alvarado, Committee Member	Jim Stanton, Information Technology Manager
	Claudette Roberts, Water Conservation Spvsr.
	Tim Moore, Facilities Manager
	Dawn Deans, Executive Assistant
	Danielle Henry, Administrative 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 June 11, 2012.

It was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held June 11, 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 and the next issue of Water News will be sent electronically with the September issue to be direct-mailed followed by discussion of the draft, content and photographs for future issues, and the District's email distribution list.

4.2) Discussion of Aquadog Image. (Chair Dizmang)

The consistency of Aquadog's image was discussed after which it was determined that Aquadog's image more closely resemble the Aquadog image created by Facilities Manager Moore followed by clarification of the intent for the use of Aquadog's image.

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

Facilities Manager Moore reviewed draft artwork for the "Before the First Drop" marketing campaign based on direction received at the last Committee meeting after which the Committee provided input, direction, and the target date for initial use of the artwork followed by discussion of alternative titles for the campaign.

4.4) Discussion of Educational Calendar. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts presented a sample educational calendar and reviewed the cost of the calendars, calendar content, staff's intent for distribution, and lower cost calendar alternatives, and after discussion of the calendars, the Committee concurred with staff's intent for the educational calendar.

5) Old Business.

5.1) Evaluation and Recap of Palmdale Water District's June 23, 2012 Plant Sale. (General Manager LaMoreaux/Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed the Plant Sale and suggestions for next year's Plant Sale followed by discussion of additional vendors, signage, giveaways, advertising, potential sponsorships, and providing bottled water for the event.

5.2) 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 Finance Department is updating the requested comparisons and has requested information from the gas and electricity companies.

6) Information Items.

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

Water Conservation Supervisor Roberts informed the Committee of the upcoming A.V. College Landscape Workshops and stated that the District will host a workshop in August; that the water districts involved with the workshops will meet in January; and that she will update the Committee on the overall response to the workshops after that meeting followed by discussion of a potential conflict with the August workshop and the Antelope Valley Fair parade.

Committee Member Alvarado then stated that he paid for entry into the Antelope Valley Fair parade; that he has printed banners for his vehicle; and that the other Directors are welcome to join him in the parade after which Chair Dizmang suggested he present this information to the full Board at the next Board meeting.

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 and Administrative Assistant Henry informed the Committee of proposed and pending changes to the District's web site, postings and likes for the District's Facebook page, recent Constant Contact training and the possibilities available to the District through Constant Contact, and efforts to become familiar with Twitter after which the Committee provided additional recommendations to further enhance the District's web site and social media presence.

Information Technology Manager Stanton then updated the Committee on email addresses for marketing campaigns and on picture frame devices tied into smart meters that track water and utility usage.

6.3) Other.

Chair Dizmang inquired about various web site updates including the map requiring assessor parcel numbers for determining if an address is located within the District's boundaries, the water allocation table, the web site process for reporting water leaks, and including basic meter costs in this location after which General Manager LaMoreaux and Information Technology Manager Stanton provided clarification on these areas of the web site.

Chair Dizmang then recommended a water bill be used in the "Before the First Drop" marketing campaign to help explain the costs involved before the customer receives their first drop of water.

General Manager LaMoreaux then informed the Committee that a draft legal report on the use of Facebook has been received; that this will be distributed to the Committee prior to the time of the next meeting; and that the draft report suggests legal counsel attend the next Outreach Committee meeting to ensure all issues are addressed.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

Committee Member Alvarado requested an item be placed on the next agenda for "Discussion and possible action on participation in parades."

Chair Dizmang then stated that "Discussion of "Before the First Drop" marketing campaign" and "Status of water cost comparison with different water districts and comparison to gas and electricity costs" and "Discussion of next issue of Water News" and "Status report on enhancing the District's web site and social media presence" 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 August 6, 2012 at 3:00 p.m.

7) Adjournment.

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

Chair