

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JUNE 11, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, June 11, 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:

Matt Knudson, Engineering Manager

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 May 7, 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 May 7, 2012, as written.

4.2) Discussion and Possible Action on Enhancing the District's Web Site and Social Media Presence. (Water Conservation Supervisor Roberts/Information Technology Manager Stanton)

Water Conservation Supervisor Roberts and Executive Assistant Deans provided an overview of staff's recommendations for implementing the Committee's requested updates and enhancements for the District's web site and social media presence including more frequent updates to the web site and Facebook, use of videos, and reintroducing Aquadog to the community, and after a brief discussion, the Committee concurred with staff's recommendations.

Information Technology Manager Stanton then gave an update on the District's contract with Constant Contact and upcoming training on developing Constant Contact marketing campaigns.

Water Conservation Supervisor Roberts then stated that staff recommends the number of issues of Water News be increased to twelve per year but that due to budget concerns, staff recommends the additional six issues only be available electronically at an approximate cost of \$150 per issue for final design work.

4.3) 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 reviewed several options for Board submittal of content and articles for the District's social media sites and publications including a statement from the Board approved as an agenda item, the Outreach Committee reviewing individual Director posts prior to posting, and creating Director pages for communication with customers in their divisions, and after discussion of these options, of control over Board representation, and of restrictions that may be imposed on Directors, General Manager LaMoreaux was directed to further develop these ideas in writing and obtain additional information on communication restrictions on Directors and Director communication within their divisions.

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

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

General Manager LaMoreaux reviewed methods for interaction between the District and the public and proposed the District's Rules and Regulations be revised under Article 12 to address this interaction, and after discussion of speaker and presentation request forms, routing options, current presentations available, and potential additional presentations, it was moved by Committee Member Alvarado, seconded by

Chair Dizmang, and unanimously carried that the District's Rules and Regulations be revised to establish guidelines for speakers and presentations under Article 12 as Section 12.12.

4.6) Discussion of Final Plans for the Palmdale Water District's June 23, 2012 Plant Sale. (General Manager LaMoreaux/Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed the preparation and final plans for the District's June 23 Plant Sale followed by discussion of the vendors scheduled to attend, content and materials for the District's booth, and advertising for the event.

4.7) Discussion of Content and Options for Water News. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that based on earlier discussions, the next few issues of Water News will be distributed electronically and that the issue date will be consistent with the mailed version issue date followed by discussion of future content including a Director's Corner and a General Manager's Message.

4.8) Discussion of a 'Last Drop' Marketing Campaign. (Chair Dizmang)

Chair Dizmang reviewed previous artwork provided by Facilities Manager Moore after which he reviewed proposed artwork for a "Last Drop" marketing campaign based on Chair Dizmang's ideas followed by discussion of revisions, additions, and simplicity for the campaign after which Facilities Manager Moore was directed to revise the artwork in sketch form for review at the next Committee meeting.

Chair Dizmang then requested a cost comparison of water costs in different districts as well as a comparison to gas and electricity costs.

5) Old Business.

There was no Old Business to discuss.

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 the upcoming workshop at Home Depot.

General Manager LaMoreaux then informed the Committee of the summary included in the agenda packets regarding the District's web site update.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

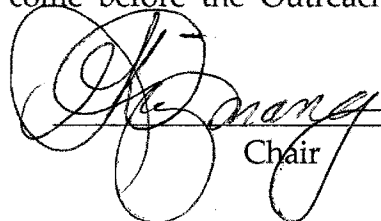
It was determined that "Status report on enhancing the District's web site and social media presence" and "Discussion of a policy for Board submittal of content and articles for the District's social media sites and publications" and "Discussion of community presentations" and "Discussion of a policy for requesting District speakers and presentations" and "Discussion and recap of Plant Sale" and "Discussion of next issue of Water News" and "Discussion of a 'Last Drop' campaign" 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 July 9, 2012 at 3:00 p.m.

7) Adjournment.

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


Chair