

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MARCH 5, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, March 5, 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
Claudette Roberts, Water Conservation Spvsr.
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 19, 2011.

After a brief discussion, it was moved by Chair Dizmang, seconded by Committee Member Alvarado, and unanimously carried to approve the minutes of the meeting held July 19, 2011, as written.

4.2) Review of Past Outreach Activities. (General Manager LaMoreaux)

General Manager LaMoreaux informed the Committee that past outreach activities focused mainly on water conservation and he recommends a broader outreach scope followed by review and discussion of past issues of Water News, coverage in the local paper, expanding the news release distribution list, providing Director reports for the

Water News, counteracting negative press, bringing back the Water Awareness Fair, and conservation grants.

4.3) Discussion of the District Web and Facebook Sites. (Information Technology Manager Stanton)

Information Technology Manager Stanton recommended more focus be placed on the District's web site, Facebook, Twitter, Linked in, and other social media avenues as the District can control content, target its audience, and control the frequency of information through these outreach sources and then provided statistics on internet and social media use, the success and increase in active users of the District's redesigned web site, the limited content on the District's Facebook site, and proposed content and information that can be provided through social media followed by discussion of staff dedicated to public information and social media, developing Facebook ads targeting the District's customer base, limitations from the local paper, and creating an e-newsletter after which Chair Dizmang requested staff develop a basic plan and budget for immediate implementation of an e-newsletter and for enhancing and promoting the District's web site and social media presence including posting of videos.

Information Technology Manager Stanton then recommended simple translation of the District's web site through Google, creating a mobile version of the District's web site for mobile phone users, and adding mobile phone applications to the District's web site after which the Committee recommended the Google translation toolbar be added to the District's web site, the web site be formatted for mobile phone users, and staff research mobile applications for the District's customers.

Directors submitting Facebook content and bringing requests for District presentations to the full Board's attention, including staff in these presentations, and developing a policy for requesting District speakers and presentations was then discussed.

General Manager LaMoreaux then recommended a policy be developed for Board submittal of content and articles for the District's Facebook site and publications and stated that staff will move forward with the Google translation option and research of mobile applications as these options are available at no cost to the District.

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

General Manager LaMoreaux requested input on updating or changing the District's standard community presentation after which it was determined that community presentations focusing on different areas of the District be developed for further Committee review and presented to the full Board for approval.

Committee Member Alvarado then requested a child-friendly presentation also be developed for school presentations after which General Manager LaMoreaux cautioned against a presence outside the District's service boundaries and recommended any presentations outside our service boundaries be coordinated with the serving water agency.

4.5) Discussion of Schedule and Content for Water News. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed the current schedule for publication of the Water News and reviewed a draft of the current issue followed by discussion of potential articles and ease of reading.

Providing news releases in the proper format to the various media sources and scheduling an Antelope Valley Press editorial meeting were then discussed.

5) Information Items.

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

Water Conservation Supervisor Roberts informed the Committee that the District is participating with Rosamond Community Services District, Quartz Hill Water District, and Los Angeles County Waterworks as the A.V. Water Partners and several landscape workshops through this partnership have been scheduled at the Antelope Valley College; that the District will also host several separate workshops at the District's office; that workshops can be videoed for the District's social media sites; that the District is also participating at the Home and Garden Show and Thursday-Night-on-the-Square; and then reviewed upcoming school presentations and contests.

The Committee then requested copies of news releases on these workshops followed by discussion of school contest ideas, coupons from various nurseries, and selling subscriptions to a District newsletter.

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" and "Discussion of community presentations" and "Discussion of content for May issue of Water News" and "Discussion of the Palmdale Water District hosting a Water Awareness Fair" 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 April 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