

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MAY 7, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, May 7, 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.

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 April 9, 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 April 9, 2012, as written.

4.2) Discussion and Possible Action on Quote Received From Constant Contact to Help Enhance the District's Web Site and Social Media Presence. (\$3,000.00 – Non-Budgeted – Information Technology Manager Stanton)

Information Technology Manager Stanton reviewed the updated quote received from Constant Contact followed by discussion of conducting an email marketing

campaign to drive customers to the District's Facebook page, revamping the District's Facebook and web site prior to any campaign, the potential effectiveness of such a campaign, the templates available for various campaigns, and hosting video links and powerpoint presentations.

Water Conservation Manager Roberts then reviewed impact marketing videos through AngelVision followed by discussion of improving the District's image, the message to be conveyed, available video options, combining Constant Contact and impact videos in a marketing campaign, and obtaining an updated price quote from AngelVision.

After a further discussion of these marketing options, it was moved by Director Alvarado, seconded by Chair Dizmang, and unanimously carried to approve a contract with Constant Contact in the amount up to \$3,000.00 targeting 5,000 to 10,000 customers through a campaign and that remaining funds be used for developing an impact video through AngelVision to help enhance the District's web site and social media presence and that this item be presented to the full Board at the second regular Board meeting in May as a revised agenda item for "Consideration and possible action on authorizing the maximum amount of up to \$3,000.00 to help enhance the District's web site and social media presence."

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

Engineering Manager Knudson stated that there is no additional information on this item at this time.

4.4) Discussion of Content for Next Issue of Water News. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts distributed the current issue of Water News followed by discussion of the layout and future content.

Committee Member Alvarado requested before and after Cash for Grass photographs be placed on the District's web site and Facebook.

4.5) Discussion of 2011 Consumer Confidence Report. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed the 2011 Consumer Confidence Report and mandatory language followed by discussion of the layout and content, MP

rotators, and printing the Report in Spanish after which it was recommended that 500 copies of the Report be printed in Spanish.

4.6) Discussion of the Palmdale Water District Hosting a Plant Sale. (General Manager LaMoreaux/Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed potential plant vendors for the June 23 Plant Sale and stated that a plant designer will also attend and the District will provide information on rebates and planting in June after which the Committee requested information on conservation and native plants be distributed and a video on native plants be shown during the sale followed by discussion of promoting the Plant Sale.

5) Information Items.

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

Water Conservation Supervisor Roberts informed the Committee that a landscape workshop will be held April 19, 2012 at A.V. College hosted by Rosamond Community Services District; that the District will host a landscape workshop at A.V. College in August; and that the District may conduct a workshop at the District's office.

Chair Dizmang stated that regarding coverage in the Antelope Valley Press, she recommends the District advertise free tickets for various events with the tickets to be picked up at the Board meeting.

Emails to the Antelope Valley Press highlighting action items was then discussed including having staff develop a detailed news release for a specific agenda item and listing other action items, the Board meeting time and date, the website, and contact information.

Various options for having the Antelope Valley Press publish District articles and information were then discussed including the District's goal for having items published in the A.V. Press, the goal of the A.V. Press, calling the A.V. Press reporter to specifically request an article be written, requesting the A.V. Press develop a Civic Corner for listing agendas for government agencies, the community bulletin board through TimeWarner Cable, posting meeting dates on the City of Palmdale's local cable channel, and paid advertising in the A.V. Press.

Chair Dizmang then stated that she will work on further details for a "Last Drop" campaign.

Executive Assistant Deans then informed the Committee of the various public relations and outreach items proposed by Consultant Tom Ash at the rate workshop.

Previous Accident Andy cartoons and the benefit of humor in outreach were then discussed.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

Chair Dizmang requested an item be placed on the next agenda for "Old Business."

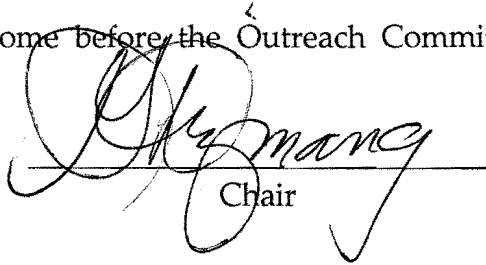
It was determined that "Discussion and possible action on plan to enhance the District's web site and social media presence" and "Discussion of community presentations" and "Discussion of final plans for the Palmdale Water District's Plant Sale" and "Discussion of a policy for requesting District speakers and presentations" and "Discussion of a policy for Board submittal of content and articles for the District's social media sites and publications" and "Discussion of content and options for 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 June 11, 2012 at 3:00 p.m.

7) Adjournment.

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



Chair