

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, APRIL 26, 2011:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, April 26, 2011, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Figueroa called the meeting to order at 5:15 p.m.

1) Roll Call.

Attendance:

Outreach Committee:
Raul Figueroa, Chair
Linda Godin, 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 Godin, seconded by Chair Figueroa, 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 September 28, 2010.

It was moved by Committee Member Godin, seconded by Chair Figueroa, and unanimously carried to approve the minutes of the meeting held September 28, 2010, as written.

4.2) Discussion of Promotion of District Web Site.

Information Technology Manager Stanton and Water Conservation Supervisor Roberts reviewed staff's efforts to advertise the District's web site including ads in the Antelope Valley Press print and web editions and publication in Water News, any other District publications, and on the water bills followed by discussion of tracking web

advertising, hits on web sites, a visitor's overview of the District's web site, and Facebook links to the District's web site.

4.3) Discussion of Development of a Form Letter for Customers to Request Deposit Refunds for Posting on the District's Web site. (Committee Member Godin)

After discussion of requests for a customer form letter for requesting deposit refunds and of options for returning the form letter, the Committee concurred with the form letter presented by staff and requested that fax and email contacts be included as options for returning the form letter.

4.4) Discussion of Community Tours of District Facilities. (Committee Member Godin)

Committee Member Godin stated that the recent ACWA Region 8 event centered around outreach to our customers and the importance of continuing outreach once it is started; that social media's importance was discussed, and she brought back a cd and web links on how to protect the District on Facebook; that it was suggested that Board presentations be made at informal open house forums and requested this, as well as conducting facility tours of the water treatment plant, be looked into; and that it was recommended that a short survey be presented to tour participants before and after tours to see if their perception changes on the value of the information presented with the ultimate goal being an understanding of the value of water.

The various aspects of facility tours and conducting an open house at the District office and offering tours were then discussed, and staff was directed to develop a plan, including expenses, for an open house for discussion at the next Outreach Committee meeting.

Chair Figueroa then requested that information and attendance from the previous open house tours at the water treatment plant be presented at the next Outreach Committee meeting.

4.5) Discussion of Development of a Social Media Policy. (Committee Member Godin)

Committee Member Godin stated that information on the value of water was included in the agenda packets for updating the District's Facebook and Twitter accounts and then requested the Facebook account be utilized to post prepared comments on the

value of water either on a weekly or daily basis followed by discussion of development of a Social Media Policy after which staff was directed to develop an internal Social Media Policy for discussion at the next Committee meeting.

4.6) Discussion of Current Outreach Issues. (Chair Figueroa)

General Manager LaMoreaux informed the Committee that a customer complaint email link routed to Finance Manager Williams and himself has been added to various pages of the District's web site to provide a quicker response time to customer complaints followed by discussion of the Board's response to customer complaints.

The Committee then questioned radio ads indicating the District is giving away Renaissance Fair tickets after which Water Conservation Supervisor Roberts clarified the radio promotion.

There were no additional current outreach issues to discuss.

5) Information Items.

5.1) Update on A.V. Water Partners. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that the Antelope Valley Water Coalition has disbanded; that the District, Rosamond Community Services District, Quartz Hill Water District, and Los Angeles County Waterworks are now members of the A.V. Water Partners, which is a group organized to promote water conservation as a combined effort; that guidelines, a logo, and a web site funded by Los Angeles County Waterworks are being developed; that the District's water conservation and rebate information will be posted on this site; that forming a community organization such as this is a Best Management Practice; and that the community will be invited to join this organization once the guidelines are developed.

Committee Member Godin then requested that the value of water, in addition to water conservation, also be enforced on this web site.

General Manager LaMoreaux then recommended a Memorandum of Understanding for this organization be entered into and the Committee be provided an opportunity to provide direction to this organization.

Water Conservation Supervisor Roberts then informed the Committee that the members of the A.V. Water Partners are selecting topics for landscape workshops to be held the third Saturday of certain months throughout the year at Antelope Valley College with Neal Weisenberger and that the District will continue its own landscape workshops.

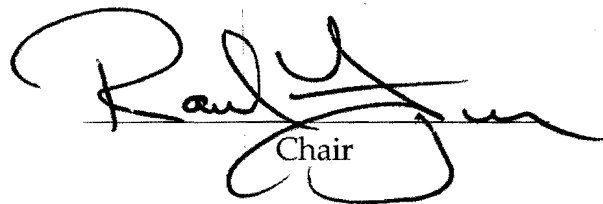
6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion of Community Tours of District Facilities (Committee Member Godin)" and "Discussion of Development of a Social Media Policy (Committee Member Godin)" will be considered at the next Outreach Committee meeting.

The next Outreach Committee meeting was then scheduled for May 24, 2011 at 5:00 p.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 6:15 p.m.



Chair