

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE
WATER DISTRICT, JUNE 28, 2011:**

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, June 28, 2011, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Figueroa called the meeting to order at 5:00 p.m.

1) Roll Call.

Attendance:

Outreach Committee:
Raul Figueroa, Chair
Linda Godin, Committee
Member

Others Present:

Matt Knudson, Engineering Manager
Claudette Roberts, Water Conservation Spvrs.
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 April 26, 2011.**

It was moved by Committee Member Godin, seconded by Chair Figueroa, and unanimously carried to approve the minutes of the meeting held April 26, 2011, as written.

4.2) Discussion of District Open House. (Committee Member Godin)

Water Conservation Supervisor Roberts reviewed potential costs and proposed Department demonstrations for an Open House at the District's office followed by discussion of an invitation list and promoting the Open House through Facebook, Twitter, the District's web site, and newsletters.

Chair Figueroa then stated that this item needs to be presented to the full Board for consideration; that the full Board help determine the date for the Open House; and that the cost for staff time be included with this presentation.

The potential Open House costs, dates, and having the Open House at the Leslie O. Carter Water Treatment Plant rather than at the District's office were then discussed, and it was determined that the costs be revised and the Open House be presented to the full Board for consideration at a future Board meeting.

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

The District's Internal and Social Media Policy, social media for the Board, the items posted on the District's Facebook account, having as many people as possible 'friend' the District, the purpose of the Facebook account, and promotion of the Facebook account through the web site, newsletter, billing statements, and contests or coupons were discussed, and it was determined that the Committee focus on Facebook messaging for the future.

4.4) Discussion of Schedule and Content for Water News. (Committee Member Godin)

Water Conservation Supervisor Roberts reviewed a draft of the next issue of Water News, which is scheduled to be mailed beginning July 10, and the Committee requested a Facebook message be added as well as an article informing customers of when water bills are due and advising them of the payment and paperless opportunities available on line.

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

Water Conservation Supervisor Roberts informed the Committee of the various companies that sell the District's various rebate items as well as other water conservation items; that these companies offer landscape training workshops; and that she will contact them regarding pricing for workshops.

There were no additional current outreach issues to discuss.

5) Information Items.

Committee Member Godin requested the District's landscaping on 20th Street East be redone so the District sets the example for water-wise landscaping.

Water Conservation Supervisor Roberts then informed the Committee that a Memorandum of Understanding for the District's participation in the A.V. Water Partners has not yet been developed and that they are working on a logo, a series of landscape workshops, and development of their web site.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion of future Facebook messaging" and "Discussion of presenters, costs, and topics for landscape workshops" and "Discussion of District Open House" and "Update of A.V. Water Partners" will be considered at the next Outreach Committee meeting.

Committee Member Godin then requested web site tracking information, as well as Facebook tracking information, be presented at the next Outreach Committee meeting after which she was informed that web site tracking information is included in General Manager LaMoreaux's monthly Department Status Report included with the Board packets for the second regular Board meeting of the month.

The next Outreach Committee meeting was then scheduled for July 26, 2011 at 5:00 p.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 5:58 p.m.


Chair