

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JANUARY 7, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, January 7, 2013, 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 Beck, Water Conservation Supervisor

Dawn Deans, Executive Assistant

Danielle Henry, Administrative 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 December 3, 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 December 3, 2012, as written.

4.2) Discussion of Next Issue of Water News. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed the upcoming issue of Water News followed by discussion of the articles and revisions.

4.3) Discussion of "Before the First Drop" Marketing Campaign. (Chair Dizmang)

Chair Dizmang stated that she is impressed with the Before the First Drop marketing campaign and recommended the District enter ACWA's Best in Blue Achieving Communications Excellence awards program.

Information Technology Manager Stanton then informed the Committee that phase 2 of the interactive "Before the First Drop" marketing campaign will be live as soon as content is updated followed by discussion of this marketing campaign helping explain water rate increases.

Committee Member Alvarado then stated that he writes editorials for English and Spanish newspapers and can help promote the Before the First Drop marketing campaign through the editorials and will also translate ads and articles for the District free of charge.

4.4) Discussion and Possible Action on Social Media Marketing Campaign. (Committee Member Dizmang)

Water Conservation Supervisor Beck informed the Committee that a Constant Contact email notification was sent regarding the District's upcoming Landscape Workshop, and email notifications will also be sent for future workshops.

Administrative Assistant Henry then reviewed the proof and t-shirts for the social media marketing campaign after which Information Systems Technology Manager Stanton informed the Committee that staff will work with the printer on correcting the t-shirts.

4.5) Review of Topics for On Air Discussions. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed topics for on-air radio and cable television discussions being the Cash for Grass Program, rebates, Fix-a-Leak Week in March, irrigation problems and rebates for mp rotators, new technology for water saving devices and potential rebates for these devices, designing a water-wise landscape, school programs, understanding the allocation, and general District information.

Additional topics of how to check your water meter for leaks, not tampering with the water meter, a demonstration on water purification, conducting taste tests, the

adjudication process, how to use the options for paying water bills, and water rate increases were then added to the list.

Committee Member Alvarado then stated that he can provide free air time on a Spanish radio station.

5) Old Business.

5.1) Status of Water Cost Comparison with Different Water Districts and Comparisons to Gas and Electricity Costs. (Director Dizmang)

General Manager LaMoreaux stated that Finance Manager Williams will be updating the water cost comparison based on actions taken at the January 9 Board meeting; that information on additional utility costs is still not available; and that rate changes from the last twelve months from other water agencies will also be included on the comparison as they are much higher than the District's rates.

5.2) Discussion of Amendment to the District's Rules and Regulations Regarding Community Presentations and Policy for Requesting District Speakers and Presentations. (General Manager LaMoreaux)

General Manager LaMoreaux stated that topics for presentations requested from the various community organizations was included with the agenda packets followed by review of these topics after which staff was directed to send a second request for presentation topics and include additional suggested presentation topics.

General Manager LaMoreaux then informed the Committee that once presentation topics are determined, a policy will be developed for Committee review; that most topics are technical in nature; and that technical matters would be best handled by himself, Water Conservation Supervisor Beck, and Operations Manager Thompson II.

5.3) Discussion and Possible Action on Video Media for Front Lobby. (Committee Member Alvarado)

Information Technology Manager Stanton informed the Committee that staff is collecting past and present Cash for Grass photographs, all holiday greetings will be removed at the end of this week, and staff is ensuring all information is current for the video media.

Committee Member Alvarado requested a progressive outreach video be developed and added to the video media to inform the public on the District's efforts to reach out to the community and share information on the District's programs and services and this outreach video include ads, publications, radio and television photographs, Facebook, the website, and grant efforts after which Chair Dizmang requested this also be viewed as opportunities for the public to contact the District.

6) Information Items.

6.1) Update on Landscape Workshops. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck informed the Committee that the first Landscape Workshop is scheduled for January 19 from 9 a.m. to noon; that the next Landscape Workshop is scheduled for January 31 in the evening; that Saturday morning and Thursday evening Cash for Grass Program Landscape Workshops will be held for the next five months; that these events will be publicized; that Quartz Hill Water District is hosting a January Landscape Workshop at the Antelope Valley College; that it is anticipated that the Palmdale Water District will host two or three workshops at the Antelope Valley College; and that Landscape Workshops on any topic can also be scheduled.

6.2) Update on 2012-2013 Water Awareness School Education Programs. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck informed the Committee that entry forms for all water awareness school education contests have been distributed; that participation has been slow; and that staff will contact the schools again to increase participation after which it was recommended that the water awareness school education contest flyer be distributed via Constant Contact to increase participation.

6.3) Status Report on Enhancing the District's Web Site and Social Media Presence. (Information Technology Manager Stanton/Water Conservation Supervisor Roberts)

Information Technology Manager Stanton informed the Committee that an Aquadog.org website is currently being developed; that all education and contest information will be hosted on this website; and that this will be a kid-friendly website.

6.4) Other.

General Manager LaMoreaux informed the Committee that Channel 3 News will be reporting on the water rate increase as reported in the Antelope Valley Press; that they will follow-up after the January 9 Board meeting; and that actions from the meeting will be distributed via press release and other methods.

There were no further information items.

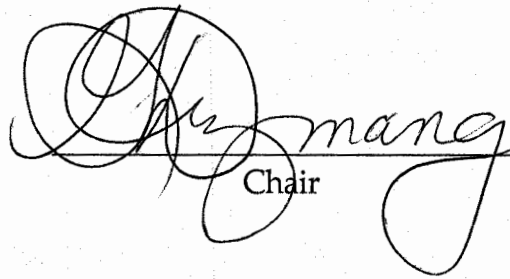
6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

The next Outreach Committee meeting was then scheduled for February 4, 2013 at 3:00 p.m.

7) Adjournment.

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



Chair