MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, FEBRUARY 4, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, February 4, 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:	**Others Present:**
Outreach Committee:	Dennis LaMoreaux, General Manager
Gloria Dizmang, Chair	Jim Stanton, Information Technology Manager
Robert Alvarado, Committee Member	Claudette Beck, Water Conservation Supervisor
	Tim Moore, Facilities Manager
	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 January 7, 2013.

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 January 7, 2013, 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)

Information Technology Manager Stanton informed the Committee that staff will present a working draft of the next phase of the Before the First Drop marketing campaign as soon as content is available and tied to animation after which General Manager LaMoreaux stated that dollar amounts in the campaign will be updated to reflect current water rates.

Entering the "Before the First Drop" marketing campaign in ACWA's Best in Blue Achieving Communications Excellence Awards Program was then discussed along with the purpose of the campaign, and it was determined to further promote the campaign through local television, radio, school presentations, community presentations, and contests in addition to the Water News, video media in the lobby, the website, and on Facebook and that the campaign be entered in the Program for the 2013 period.

4.4) Discussion of Scheduling On Air Discussions. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed a proposed list of topics for on air radio and local television discussions followed by discussion of the topics being the Cash for Grass Program for 2013, information on all rebates, how to find and identify leaks, irrigation problems and irrigation rebates, new technology such as the HydroKnot, designing a new water wise landscape, school programs/contests, sources of water, the Before the First Drop campaign, the Bay Delta, the adjudication process, the options for paying water bills and understanding the water allocation, and providing this information through local Spanish stations, on the District's website, and through YouTube.

4.5) Discussion and Possible Action on Water Conservation Brochures. (Water Conservation Supervisor Beck)

Water Conservation Supervisor Beck reviewed proposed water conservation brochures followed by discussion of the brochures and revisions including adding the website, Facebook, and QR codes to the brochures.

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

Information Technology Manager Stanton informed the Committee that the t-shirts have been redone at no cost to the District and will be picked up after verification that the QR codes function followed by discussion of using the Level Pay Program survey as a social media marketing campaign and the options for distributing this survey.

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 has made no progress in obtaining information from other utilities; that staff has revised the water cost comparison with other water agencies; and that the results remain unchanged with the District having the lowest rates after which it was determined that the cost comparison is complete.

The rate increase and the Cash for Grass Program were then discussed.

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 have been received; that organizations have requested the presentations be scheduled; and that he will present a draft Community Presentations Policy to the Committee for review at the next meeting.

5.3) Discussion and Possible Action on Video Media for Front Lobby and Development of a Progressive Outreach Video. (Committee Member Alvarado)

Information Technology Manager Stanton informed the Committee that staff is waiting for content; that the website designer is compiling existing website content into a flash presentation; and that this will be presented to the Committee for review when complete.

Computer animation of Aquadog and past animations were then discussed after which the Committee requested staff investigate the cost of computer animation.

Committee Member Alvarado then recommended that items in the Water News, items on the website, dates for Landscape Workshops, videotaping of the Landscape Workshops, and Tuesday's Facebook Tips be promoted through video media for the front lobby.

6) Information Items.

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

Water Conservation Supervisor Beck informed the Committee of the District's Cash for Grass Landscape Workshops, which are scheduled for Saturday mornings and Thursday evenings through May, and then provided the dates for the Antelope Valley College Landscape Workshops and informed the Committee that topics for these workshops will be provided at a later date.

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

Water Conservation Supervisor Beck informed the Committee that the deadline date for entering the school contests has been extended; that entry forms are being picked up; and that she will provide an update at the next meeting.

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

Information Technology Manager Stanton informed the Committee that the 2013 budget, updated water conservation FAQs and rebate programs, and interactive water quality FAQs have been posted on the internet; that the legal shield video and updated Rules and Regulations have been posted on the District's internal intranet; and then provided an update on bill-pay, auto-pay, and paperless accounts.

Administrative Assistant Henry then informed the Committee of proposed updates for enhancing and simplifying the District's website and stated that draft web

pages will be provided for Committee review followed by discussion of the enhancements and of quick links.

6.4) Other.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

"Discussion of computer animation" will be added to the next agenda in addition to other standing items.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for March 11, 2013 at 3:00 p.m.

7) Adjournment.

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

Gloria A. Ma[illegible]ng
Chair