MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 9, 2013:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, September 9, 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 Mngr.
Robert Alvarado, Committee Member	Claudette Beck, 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 August 5, 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 August 5, 2013, as written.

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

Water Conservation Supervisor Beck reviewed the articles for the next issue of Water News followed by discussion of the articles, revisions, and future articles including continued articles on reducing gallons per capita per day.

4.3) Discussion of "Before the First Drop" Marketing Campaign. (Water Conservation Supervisor Beck/Information Technology Manager Stanton)

Water Conservation Supervisor Beck informed the Committee of the items completed for the "Before the First Drop" marketing campaign and stated that videos have been presented to the schools; that the landscape makeover contest winner has not yet contacted the District; and that the flash-mob dance needs to be completed.

Chair Dizmang then reviewed a draft letter to Senator Steve Knight, Assemblyman Steve Fox, Congressman Buck McKeon, Supervisor Michael Antonovich, and Mayor Jim Ledford regarding the Before the First Drop marketing campaign packets followed by a discussion of the intent of the packets, materials to be included with the packets, and scheduled appointments to present the packets after which General Manager LaMoreaux stated that the packets will be further developed for Committee review.

Information Technology Manager Stanton then stated that he will update the Committee on providing subtitles or closed captioning for the "Before the First Drop" video as information becomes available.

4.4) Discussion of Development of an Outreach Plan Based on the District's Strategic Plan. (General Manager LaMoreaux)

General Manager LaMoreaux distributed "Creating a Strategic Communication Plan That Gathers No Dust" from the AWWA Journal that discusses developing an overall Communications Plan, which would be developed and reviewed at the Committee level and eventually approved by the Board, and recommended the Committee review the article for further Committee discussions.

4.5) Discussion of Meeting California Urban Water Conservation Council Requirements and Maintenance of Year 2020 Gallons Per Capita Per Day. (Water Conservation Supervisor Beck)

General Manager LaMoreaux reviewed the establishment of the District's year 2020 goal for a 20% reduction in water use, which is 176 gallons per capita per day, and the 2015 goal, which is 198 gallons per capita per day, after which Water Conservation Supervisor Beck reviewed the District's gallons per capita per day since 2000 and proposed options for reducing gallons per capita per day including increasing the number of Water News to one each month to maintain consistent contact with our customers,

developing specific artwork, developing a landscape contest, developing a commercial water use campaign with a urinal rebate program and efficient measuring methods for commercial dishwashers and food and drink preparation, and enhancing the school education program focusing on the importance of water through irrigation and science projects, developing activities around Smart Irrigation Month, developing Aquadog artwork to teach about gallons per capita per day, and developing a landscape art school contest using sustainable plants for the high desert.

Developing a gallons per capita per day graphic for the website was then discussed and Information Technology Manager Stanton stated that he will work on developing this for future Committee review.

Chair Dizmang then commended Water Conservation Supervisor Beck on a job well done.

5) Information Items.

5.1) Update on Application for Special District Leadership Foundation "District Transparency Certificate of Excellence." (General Manager LaMoreaux)

General Manager LaMoreaux stated that all items for the Special District Leadership Foundation "District Transparency Certificate of Excellence" application are complete; that the needed items have been placed on the District's website; and that he has requested Information Technology Manager Stanton to develop a Transparency in Government page for the website redesign with this page to include all items on the application's checklist as well all items the District is required to provide by law.

5.2) Status of District Website Redesign. (Information Technology Manager Stanton)

Information Technology Manager Stanton stated that final website content updates have been requested from Department Heads and will be incorporated into the redesign and that the District's website consultant is working on the website redesign and development of the District's intranet site.

5.3) Other.

Committee Member Alvarado inquired about the District's participation in the Antelope Valley International Heritage Festival, which is scheduled for September 14, 2013 from 10 a.m. to 3 p.m., after which Water Conservation Supervisor Beck stated that the District will have a booth at the event for the Aquadog Toss.

Chair Dizmang then inquired about public outreach for the upcoming Proposition 218 process after which General Manager LaMoreaux stated that discussions on the upcoming rate study and Proposition 218 process will begin at the Finance Committee level; that his tentative recommendation is to hire consultants to conduct the rate study and public relations; and that the Outreach Committee's involvement will be in establishing the scope of work for the public relations consultant.

General Manager LaMoreaux then stated that staff met with representatives of the B.I.A. last week to discuss the District's proposed Water Supply Fee; that staff was able to address their questions; and that the meeting went very well.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

The next Outreach Committee meeting was scheduled for October 7, 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. Dizmang
Chair