MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, NOVEMBER 5, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, November 5, 2012, 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	Linda Garza, Water Conservation Assistant
	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 October 8, 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 October 8, 2012, as amended.

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

Water Conservation Assistant Garza reviewed the upcoming issue of Water News followed by discussion of revisions and the prizes for the school contests after which the Committee requested a copy of the contest information.

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

Information Technology Manager Stanton informed the Committee that the cost to post the interactive "Before the First Drop" campaign on the District's website is approximately $4,500.00 based on approximately 60 hours of programming; that the campaign can be live by November 23; and that this amount is budgeted, and after a brief discussion of the campaign and future changes to the campaign, the Committee requested staff move forward with programming the "Before the First Drop" marketing campaign.

4.4) Consideration and Possible Action on Adding Section 4.10 – Directors' Social Media Communications Policy to PWD Rules & Regulations. (Chair Dizmang)

After a brief review of Section 4.10 – Directors' Social Media Communications Policy, the Policy was further revised, and the Committee recommended this item be presented to the full Board for consideration at the November 14, 2012 Board meeting.

4.5) Discussion and Possible Action on List of Annual Community Events for District Participation. (Water Conservation Supervisor Roberts)

Water Conservation Assistant Garza reviewed the community events held in the Antelope Valley, the community events the District participates in, and the landscape workshop for 2013 followed by discussion of these events and recommended District participation.

The Committee then requested costs for Antelope Valley events, events for District participation, and landscape workshops be presented at the next Committee meeting.

4.6) Discussion and Possible Action on Cash for Grass Program for 2013. (Water Conservation Supervisor Roberts)

Water Conservation Assistant Garza reviewed revisions to the District's Cash for Grass Program for 2013, and after a brief discussion of these revisions, of the amount of the rebates, and of training to participate in the Program, it was determined that the amount of the rebates be reviewed with staff and further discussed at the next Committee meeting.

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

Various ideas for posting video media for the front lobby, as well as ideas for the bulletin board, were discussed including seasonal messages; Save Our Water videos; PowerPoint slides of photos, the Cash for Grass Program, reducing sprinkler timers and water usage, the most recent issue of Water News, and past and present photographs; including messages on water bills; and increasing the size of Water News for posting on the lobby bulletin board.

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

Conducting a social media marketing campaign to promote the District's Facebook page and to increase the District's email notification list was briefly discussed including the cost for incentive giveaways and introducing the campaign through constant contact, the website, and Facebook.

Director Dizmang then requested the District's current Facebook presence be enhanced.

It was then determined that staff develop costs for incentive giveaways and the social media marketing campaign be discussed at the next Committee meeting.

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 informed the Committee that there is no additional information on this item.

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 he will present information on this item at the next Committee meeting.

6) Information Items.

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

Water Conservation Assistant Garza informed the Committee that training and workshops for the Cash for Grass workshops are being developed; that staff is meeting with the AV Water Partners for new dates for college workshops; and that the District's next workshop will be in January.

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

Water Conservation Assistant Garza informed the Committee that contest flyer announcements and posters have been distributed to Palmdale School District schools, and they have been asked to post the information on their website for the teachers; that grades K-3 will participate in a coloring contest, grades 4 – 5 will participate in an essay and poster contest for their favorite drought tolerant plant, and grades 6 – 12 will participate in a water-based science project.

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

Chair Dizmang requested the water calculator table be removed from the website and it be replaced with an "under construction" posting followed by discussion of staff's use of the table and recommendation to post the graph from the Water News above the table noting future revisions.

Chair Dizmang then recommended the use of another agency's water use calculator and adding a 'your opinion' section to the website and then presented an article for use on the website, the Water News, and in the lobby.

6.4) Other.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

Director Dizmang requested an item be placed on the next agenda for "Discussion and possible action on 2013 estimated water conservation outreach costs" and "Discussion and possible action on 2013 estimated information technology outreach costs."

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for December 3, 2012 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