

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE
WATER DISTRICT, OCTOBER 8, 2012:**

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, October 8, 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:

Outreach Committee:

Gloria Dizmang, Chair

Robert Alvarado, Committee
Member

Others Present:

Dennis LaMoreaux, General Manager

Jim Ciampa, Attorney

Tim Moore, Facilities Manager

Jim Stanton, Information Technology Manager

Claudette Roberts, Water Conservation Spvrs.

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 September 10, 2012.**

It was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held September 10, 2012, as written.

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

Water Conservation Supervisor Roberts informed the Committee that the October Water News issue is scheduled to be mailed on October 11; that this issue explains the

new billing statement format; and that the November Water News issue will feature District wells and boosters as the first highlighted topic of the "Before the First Drop" campaign.

After a brief discussion of the "Before the First Drop" campaign drawings, of the interactive website version, of the billing statement format, and of the future addition of Quick Response codes on billing statements, Chair Dizmang stated that the bill format explanation is very clear and staff should be congratulated for their work.

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

Facilities Manager Moore presented the draft drawings for the boosters and wells feature of the "Before the First Drop" campaign followed by a brief discussion of the interactive web tool, of web animation and videos, of the daily water use per average household, and of the number of District wells and boosters and their operation costs.

4.4) Discussion of District Participation in the Antelope Valley Veterans Parade on November 3, 2012 in Lancaster. (Committee Member Alvarado)

Committee Member Alvarado stated that there is an upcoming Veterans Day Parade in Lancaster, that it is a valley-wide event, and that he would like Board participation in this event as well as the Palmdale Holiday Parade.

After a brief discussion of District participation in past event, of the associated costs for these events, and of participation in future events, Water Conservation Supervisor Roberts stated that she would review and discuss a listing of local events with the AV Water Partners for the potential sharing of participation.

Chair Dizmang then inquired about the personal ad purchased by Committee Member Alvarado, which displayed his Director business card given by the District and happened to have the logo on the card.

After further discussion of the Veterans Parade, Committee Member Alvarado stated that he would like to bring this item to the full Board for approval with no associated costs for Board participation.

He then stated that he would also like to bring the Palmdale Holiday Parade to the full Board for approval after which Attorney Ciampa stated that this item must be a separate action item to be considered at the October 24 Board meeting without Committee recommendation due to this item not being included on the Outreach Committee agenda.

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

Attorney Ciampa stated that based on discussions at the last Outreach Committee meeting, the concepts developed for social media use by Directors were formalized in policy format and that the District's Records Retention Policy will need to be reviewed and modified to include electronic communications.

After a brief discussion of communication by Directors on the District website, it was determined to recommend approval of District Rules and Regulations Section 4.10 – Directors' Social Media Communications Policy at the next Board meeting.

5) Old Business.

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

After a brief discussion, it was determined to keep this item on the agenda for further discussion when more information is available.

6) Information Items.

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

Water Conservation Supervisor Roberts informed the Committee that Los Angeles County Waterworks will be hosting the last workshop for 2012 on October 20 at Antelope Valley College; that this workshop will be on Fall Landscaping; that College workshops will be scheduled for 2013; and that Cash for Grass workshops will begin in January 2013.

6.2) 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 the District's A.P.N. look-up has been replaced with the District boundary map; that the tie-in with Google Maps continues to be a work in progress; that Constant Contact campaign click-through numbers continue to rise and are currently at 40%; that the e-mail drop-out rates are very minimal; and that the District continues to receive opt-ins for e-mail notifications.

6.3) Other.

Committee Member Alvarado inquired about the video content for the front lobby television screens and after a brief discussion of new content costs, of existing content, and of the system capabilities, he requested this item be added to agenda for review at the next Committee meeting.

Chair Dizmang then inquired about the update on the District's speakers forum after which General Manager LaMoreaux stated that the next step is to receive feedback on requested content from interested organizations but that this item has been on hold due to limited staff.

Water leaks and District phone numbers for reporting leaks was then briefly discussed.

Committee Member Dizmang then informed the Committee of a Facebook campaign she came across offering free t-shirts for "liking" a company on Facebook, and after a brief discussion of the t-shirt costs, design graphics, and hosting a similar campaign through Constant Contact, staff was directed to receive quotes from vendors for District related t-shirts.

There were no further information items.

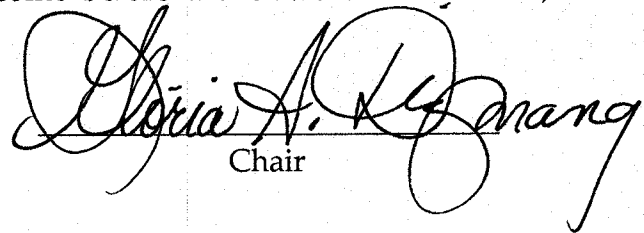
6) Board Members' Requests for Future Agenda Items.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for November 5, 2012 at 3:00 p.m.

7) **Adjournment.**

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


Chair