

## **MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 10, 2012:**

*A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, September 10, 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:**

Mike Williams, Finance Manager/CFO

Jim Ciampa, Attorney

Jim Stanton, Information Technology Manager

Claudette Roberts, Water Conservation Spvrs.

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 August 6, 2012.**

It was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held August 6, 2012, as written.

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

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

Water Conservation Supervisor Roberts reviewed the September issue of the Water News including the first publication of the "Before the First Drop" campaign and informed the Committee that this issue was sent electronically and direct-mail after which Chair Dizmang requested the font of the next Water News issue for the campaign be changed to a bold font for better clarity.

The "Before the First Drop" campaign details for future Water News issues and the District's interactive website version of the campaign were then discussed, after which Chair Dizmang stated that Agenda Item No. 4.3 has been taken care of through the foregoing discussion.

Committee Member Alvarado then inquired on the status of a publication section for the Directors in the Water News and after a brief discussion of the different versions of the Water News, Information Technology Manager Stanton recommended a separate e-mail publication for Directors through Constant Contact in which constituents sign up to receive.

#### **4.4) Discussion of the new bill format. (Finance Manager/CFO Williams)**

Finance Manager/CFO Williams reviewed the new billing statement and provided a detailed explanation of when the revised statement process began, the additional information provided on the new statements, and the District's cost savings of approximately \$5,000 per month from eliminating separate delinquent statements.

Customer notification and explanation of the new statement format, customer late fees during the transition period, and duplicate statement copies for tenants were discussed.

#### **4.5) Discussion of Directors' electronic communications issues. (Chair Dizmang)**

Attorney Ciampa stated that as requested at the last Outreach Committee meeting, he prepared an outline on the concepts for social media use by Directors to ensure Brown Act compliance while maximizing the Directors' abilities to communicate with their constituents while not impinging on free speech rights.

After a lengthy discussion of communication by Directors on the District's website, the Brown Act and potential for Brown Act violations with the maximum number of Directors' "likes" and "comments" on Facebook with respect to current and past events

within the District's subject matter jurisdiction, and the retention policy on electronic communications, Attorney Ciampa was directed to develop the outline into policy format, with the requested changes, for the next Outreach Committee meeting.

Director Alvarado then stated that from the beginning discussions on this item he wanted fair guidelines for present and future Directors without jeopardizing the legalities of the District, after which Chair Dizmang and Director Alvarado thanked Attorney Ciampa for working with the Committee on this subject.

**5) Old Business.**

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

Chair Dizmang stated that she is not comfortable with this item due to the amount of the District's fixed meter charge and moved to table this item, seconded by Committee Member Alvarado, after which Finance Manager/CFO Williams stated that it was difficult to get a comparison on average bill amounts from other utility companies, and after a brief discussion, it was recommended that the Antelope Valley Board of Trade and Public Utilities Commission be contacted for further information on this item.

**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 a plant sale on September 22 at the Lancaster Home Depot; that the last workshop for this year is in October and will also be hosted by Los Angeles County Waterworks; that the Antelope Valley Water Partners will be meeting to discuss the college workshops scheduled for 2013; and that District Cash for Grass workshops will begin next year.

The District's landscape flyers and brochure on Landscape Plants for the California High Desert Plant were then discussed.

**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 is still on the website due to difficulty in tying the District's boundaries with Google Maps and then stated that it can be replaced with a larger grid map of the District's boundaries until the issue with Google Maps is resolved.

Replacement of the District's water budget allocation table was then discussed.

**6.3) Other.**

Chair Dizmang stated that after the "Before the First Drop" campaign is completed she would like the Committee to discuss a new "Outside the Box" campaign that provides information to the District's customers on how the District has cut costs and highlights the cost savings in each department.

There were no further information items.

**6) Board Members' Requests for Future Agenda Items.**

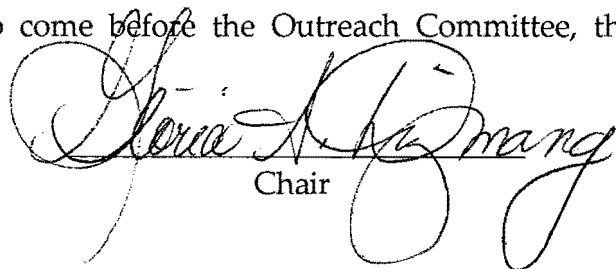
Committee Member Alvarado then requested that "Discussion of District Participation in the Antelope Valley Veterans Parade on November 3, 2012 in Lancaster" be added to the next agenda.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for October 8, 2012 at 3:00 p.m.

**7) Adjournment.**

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

  
Chair