



PALMDALE WATER DISTRICT

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Board of Directors

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October 2, 2014

***Agenda for a Meeting
of the Outreach Committee of the Palmdale Water District
Committee Members: Gloria Dizmang-Chair, Joe Estes
to be held at the District's office at 2029 East Avenue Q, Palmdale
Tuesday, October 7, 2014
10:30 a.m.***

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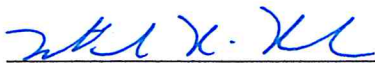
Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale. Please call Dawn Deans at 661-947-4111 x1003 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll Call.
- 2) Adoption of Agenda.
- 3) Public Comments.
- 4) Action Items: (The public shall have an opportunity to comment on any action item as each item is considered by the Committee prior to action being taken.)

- 4.1) Consideration and possible action on approval of minutes of meeting held September 8, 2014.
- 4.2) Review of October, 2014 newsletter. (PIO/Conservation Director McNutt)
- 4.3) Discussion of the development of a Customer Advisory Committee. (Chair Dizmang)
- 4.4) Discussion of Spanish translation of critical information. (PIO/Conservation Director McNutt)
- 5) Information Items.
 - 5.1) Status of District website redesign. (Information Technology Manager Stanton)
 - 5.2) Status on development of an Outreach Plan based on the District's Strategic Plan. (General Manager LaMoreaux)
 - 5.3) Discussion on radio/television advertising to include in the 2015 Budget. (PIO/Conservation Director McNutt)
 - 5.4) Status on video production and District-hosted webinars. (PIO/Conservation Director McNutt)
 - 5.5) Status on the District's participation in the City of Palmdale's Channel 27 programming. (PIO/Conservation Director McNutt)
 - 5.6) Other.
- 6) Board members' requests for future agenda items.
- 7) Adjournment.



MATTHEW R. KNUDSON,
Assistant General Manager

DDL/MRK/dd

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 8, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, September 8, 2014, 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
Joe Estes, Committee
Member

Others Present:

Dennis LaMoreaux, General Manager
Matt Knudson, Assistant General Manager
Mike McNutt, PIO/Conservation Director
Jim Stanton, Information Technology Manager
Mike Williams, Finance Manager
Linda Trevino, Water Conservation Aide
Dawn Deans, Executive Assistant
0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Estes, 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, 2014.

After a brief discussion, it was moved by Committee Member Estes, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held August 6, 2014, as written.

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

General Manager LaMoreaux stated that with the completion of the Strategic Plan brochure, staff recommends a plan be developed for promoting and publicizing the Strategic Plan, and after a brief discussion of the brochure, of the Before the First Drop campaign, and of publicizing the Internship Program, the Committee concurred with staff's recommendation.

4.3) Discussion and Possible Action on Video Production. (Public Information Officer/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the District has developed several videos and that he recommends other professional videos be developed, and after a brief discussion of ideas and the cost of these videos, staff was directed to obtain a proposal for development of professional videos for consideration at the next Committee meeting.

4.4) Discussion and Possible Action on Radio/Television Advertising. (Public Information Officer/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the District has previously contracted with local radio stations for advertising; that staff has researched the most effective stations for this advertising; and that he recommends options for creative advertising be pursued after which the Committee recommended a radio advertising proposal be developed for discussion in the 2015 budget process.

Working with the City of Palmdale's Channel 27 programming was then discussed.

4.5) Discussion and Possible Action on District-Hosted Webinars. (Public Information Officer/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed his recommendation for the District to begin hosting free webinars on a nationwide basis, and after a brief discussion of potential topics, a live Twitter chat for interactive questions, guest speakers, and the software needed for these webinars, the Committee concurred with this recommendation and requested costs be obtained and provided at the next meeting.

5) Information Items.

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

Information Technology Manager Stanton reviewed the updated website and stated that staff hopes to have the new site live in the next few weeks followed by discussion of the design and Spanish translation for the site.

5.2) Other.

PIO/Conservation Director McNutt stated that staff is working on the October issue of Water News and that the Water News template is being redesigned followed by discussion of the frequency of issuing the Water News.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion and possible action on video production" and "Discussion and possible action on District-hosted webinars" will be placed on the next agenda for consideration.

Committee Member Estes then requested all items affecting the budget be presented to the Committee for review and an update on participation in the City of Palmdale's Channel 27 be provided at the next meeting.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held October 7, 2014 at 10:30 p.m.

7) Adjournment.

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

Chair