



PALMDALE WATER DISTRICT

2029 East Avenue Q • Palmdale, California 93550 • Telephone (661) 947-4111
Fax (661) 947-8604
www.palmdalewater.org

Board of Directors

ROBERT E. ALVARADO
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Division 2

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Division 3

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Division 4

VINCENT DINO
Division 5

ALESHIRE & WYNDER LLP
Attorneys



February 5, 2015

*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
Thursday, February 12, 2015
10:30 a.m.*

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x1003 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

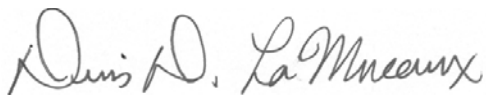
Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale (Government Code Section 54957.5). Please call Dawn Deans at 661-947-4111 x1003 for 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 January 21, 2015.
- 4.2) Review of February, 2015 newsletter. (PIO/Conservation Director McNutt)
- 4.3) Consideration and possible action on outreach with KTPI Radio network. (\$16,280.00-Budgeted -PIO/Conservation Director McNutt)
- 4.4) Discussion and possible action on School Conservation Program. (PIO/Conservation Director McNutt)
- 4.5) Discussion and possible action on development of a Cash for Kitchens Program. (PIO/Conservation Director McNutt)
- 4.6) Consideration and possible action on support of Santa Clarita Shakespeare Festival Resource Management Program. (\$2,000.00 – Non-budgeted – PIO/Conservation Director McNutt)
- 5) Information Items.
 - 5.1) Status on the development of Reaching Out Program. (PIO/Conservation Director McNutt)
 - 5.2) Status on video production and District-hosted webinars . (PIO/Conservation Director McNutt)
 - 5.3) Status on monthly H₂O talk on the District's YouTube channel. (\$3,600.00 – Budgeted -PIO/Conservation Director McNutt)
 - 5.4) Other.
- 6) Board members' requests for future agenda items.
- 7) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd

**PALMDALE WATER DISTRICT
BOARD MEMORANDUM**

DATE: February 4, 2015 **February 12, 2015**
TO: OUTREACH COMMITTEE **Outreach Committee Meeting**
FROM: Mike McNutt, PIO/Conservation Director
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 4.3 – CONSIDERATION AND POSSIBLE ACTION
ON OUTREACH WITH KTPI RADIO NETWORK***

Recommendation:

Staff recommends that the District enter into an annual contract with KTPI radio for outreach to the community through radio in the not-to-exceed amount of \$16,280.00.

Alternative Options:

The alternative is to consider engaging with other local radio stations to perform similar functions.

Impact of Taking No Action:

The District will fall short of expanding our reach and stop any momentum that currently exists with re-introducing ourselves to the community and integrating ourselves as a community partner.

Background:

As a radio conglomerate, KTPI offers flexibility, discounted pricing, and listenership diversity to optimize how District dollars are spent and maximize our outreach and messaging efforts. KTPI's three radio stations, which include Oldies and Sports Talk, helps span all demographic groups. Their interaction and involvement with the community are significant and will afford the District multiple opportunities to demonstrate our commitment and dedication to the community and to water.

Strategic Plan Initiative:

This work is part of Strategic Initiative #1 which will encourage conservation through education, #4 by helping to foster interagency cooperation, and #5 by initiating the community and the customer to enhance exceptional customer service.

Budget:

This is budgeted under (Capital Projects - Conservation General Projects)

Supporting Documents:

- KTPI proposals

DATE _____

time order

Date	01/15/15
Supersedes Contract #	
Start Date	2/4/2015
End Date	12/19/2015

ID		RMC/AE: <i>Bettemarie Daino</i>		Choose One		Choose One		<table border="1"> <tr> <td></td> <td>cart #</td> <td>account #</td> </tr> <tr> <td>KTPI-AM</td> <td></td> <td></td> </tr> <tr> <td>KTPI-FM</td> <td></td> <td></td> </tr> <tr> <td>KAVL-AM</td> <td></td> <td></td> </tr> </table>			cart #	account #	KTPI-AM			KTPI-FM			KAVL-AM		
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KTPI-AM																					
KTPI-FM																					
KAVL-AM																					
CLIENT: Palmdale Water District				<input type="checkbox"/> announcement		<input type="checkbox"/> agency															
CONTACT: Mike McNutt				<input type="checkbox"/> sponsorship		<input type="checkbox"/> direct															
ADDRESS: 2029 East Avenue Q				<input type="checkbox"/> political		Choose One															
CTY, ST, ZIP: Palmdale, CA 93550				<input type="checkbox"/> public service		<input type="checkbox"/> cash															
PHN: 661.456.1041		FAX:		<input type="checkbox"/> promotional		<input type="checkbox"/> trade															
E-MAIL: mcmcnut@palmdalewater.com				Choose One		<input type="checkbox"/> non-commercial															
WEBSITE:				<input type="checkbox"/> broadcast		Choose One															
PRODUCT: Water Conservation				<input type="checkbox"/> calendar		make-goods															
AGENCY:				<input type="checkbox"/> go-oo		<input type="checkbox"/> same flight															
						<input type="checkbox"/> same week															
NOTES: Annual run dates for KTPI AM (2015 from February-December) 2/4-7, 2/18-21, 3/4-7, 3/18-21, 4/1-4, 4/15-18, 5/6-9, 5/20-23, 6/3-6, 6/17-20, 7/1-4, 7/15-18, 8/5-8, 8/19-22, 9/2-5, 9/16-19, 10/7-10, 10/21-24, 11/4-7, 11/18-21, 12/2-5, 12/16-19. Please NOTE this schedule runs every other week Two weeks per month.						<input type="checkbox"/> extend schedule															
						<input type="checkbox"/> ask salesperson															

[illegible]

Total Spots =	440	TOTAL \$ =	\$880.00
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Jan	Feb	March	April	May	June
	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00
July	Aug	Sept	Oct	Nov	Dec
\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00

1. *Payment method: First 3 months are due prior to run date, unless credit has been established. Each month thereafter is due upon the end of that month until contract expires. Any changes or alterations must be submitted in writing and agreed upon by all parties. Amounts subject to change depending on any schedule changes.*

2. The broadcast company reserves the right to refuse, reject, alter or change, at any time, any campaign deemed not in keeping with the broadcast protocols, ethical standards or legal governmental regulations.

3. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcast time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.

4. NOTE: Signatures of this agreement constitutes a legally binding contract. It is agreed that all information is accurate and correct. No conditions except those written herein are part of this agreement. All changes must be submitted in writing and agreed upon by all parties.

*By signing below, Client agrees to the terms and conditions
stated on page 2 of this contract.*

CLIENT SIGNATURE

DATE _____

MANAGER SIGNATURE

DATE _____

ENTERED BY

DATE _____

**PALMDALE WATER DISTRICT
BOARD MEMORANDUM**

DATE: February 4, 2015 **February 12, 2015**
TO: OUTREACH COMMITTEE **Outreach Committee Meeting**
FROM: Mike McNutt, PIO/Conservation Director
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 4.6 – CONSIDERATION AND POSSIBLE ACTION
ON SUPPORT OF SANTA CLARITA SHAKESPEARE FESTIVAL
RESOURCE MANAGEMENT PROGRAM***

Recommendation:

Staff recommends that the District consider providing funding to the Santa Clarita Shakespeare Festival to entertain and educate AV Schools about water issues and sustainability through performances using Shakespearian pieces. They have requested support in the amount of \$2,000.00.

Alternative Options:

Not supporting this endeavor.

Impact of Taking No Action:

Schools missing out on a performing arts piece that educates about important environmental issues and water.

Background:

Goals of the organization:

- Providing free and low cost theatrical performances to our schools
- Building our summer festival: LA SummerFest at Rivendale
- Becoming a resource for classic literature, supplementing the ever-diminishing arts programs in our schools
- Working with community partners to develop an arts & events facility to serve our community and the Northern Los Angeles County region

Strategic Plan Initiative:

This work is part of Strategic Initiative #1 which will encourage conservation through education, #4, by helping to foster interagency cooperation.

Budget:

This is under Budget Item No. 1-07-4190-400

Supporting Documents:

- Santa Clarita Shakespeare Festival request for support



Santa Clarita Shakespeare Festival

222924 Lyons Avenue, #209 Santa Clarita, CA 91321

(661) 799-3378
www.scsakespearefest.org

Dennis LaMoreaux, General Manager
Mike McNutt, PIO/Conservation Director
Palmdale Water District
2029 E Avenue Q, Palmdale, CA 93550

October 29, 2014

Dear Mr. LaMoreaux and Mr. McNutt

The Santa Clarita Shakespeare Festival is one of the leaders in developing and presenting arts education programs in the North Los Angeles County region. We have been invited to be the first regional partner to present through the College of the Canyons PAC K-12 Arts Education program, and are developing an original program for in-school assemblies, focused on responsible resource management (Recycle, Reduce, Reuse). The program is called *Earth Day Clowns*, and will be touring local schools this Spring in time for summer. The 40-minute program is a fun, theatrical presentation modeling responsible practices concerning energy use, trash and recycling, and conservative water use. The program already has 10 scheduled performances at four school sites for this Spring.

As a local leader of arts programming, we work to raise the development and production costs for the programs in order to keep the cost down for local schools. We are assembling a coalition of a select few local businesses that have an interest in responsible resource management, and raising funds to offset the performance costs for local schools. The cost of the program for each school is \$875. Our goal is to raise at least \$8,000 to offset the cost of the program, allowing us to reach 14 schools or a low cost of \$300 a school. With 14 schools, we will reach over 9,000 students in the Antelope Valley area.

As a sponsor partner for this program we will:

- *Include your company's logo on our performance banner at all performances in the Palmdale/Lancaster area*

- *Include your company's logo in our Study Packet included for schools as part of the program*
- *Include information or literature, your company that addresses Reducing, Recycling or Reusing, including tips, technologies, and links to additional programs.*
- *Include your logo, and a hyperlink in our social media, newsletters, on our webpage dedicated to this program.*
- *Your company's name will be included in all press releases and literature about this program*

As you may know, many of the schools in the area are Title 1 Schools. Typically, a school's parent/teacher organization raises money for assemblies. Many Title I schools do not have these support organizations, or they do not have the resources to spend on expensive assemblies. Working with local businesses we are raising funds to offset the cost to schools.

We are only approaching companies and organizations that have a strong connection to teaching sustainable practices. We would like *Palmdale Water District* to become a sponsor of this program with a sponsorship of \$2,000. I hope that *Palmdale Water District* can join us as a sponsor for this program.

I would like to speak with you further about the specifics of the program and the sponsorship. I can be reached by email at davidstears@scshakespearefest.org or at my office (661) 799-3378. I look forward to speaking with you soon.

Sincerely,

David Stears

David Stears,
Executive Director,
Santa Clarita Shakespeare Festival