



PALMDALE WATER DISTRICT

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

Board of Directors

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ALESHIRE & WYNDER LLP
Attorneys

February 26, 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
Tuesday, March 3, 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 February 12, 2015.
- 4.2) Review of April, 2015 newsletter. (PIO/Conservation Director McNutt)
- 4.3) Discussion and review of Outreach Calendar. (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 advertising with Lamar Outdoor Advertising. (\$3,350.00 -Non-budgeted -PIO/Conservation Director McNutt)
- 5) Information Items.
 - 5.1) Status on 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. (PIO/Conservation Director McNutt)
 - 5.4) Status on radio advertising. (PIO/Conservation Director McNutt)
 - 5.5) Status on Commercial Certification Program. (PIO/Conservation Director McNutt)
 - 5.6) Status on Santa Clarita Shakespeare Festival Resource Management Program. (PIO/Conservation Director McNutt)
 - 5.7) Other.
- 6) Board members' requests for future agenda items.
- 7) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

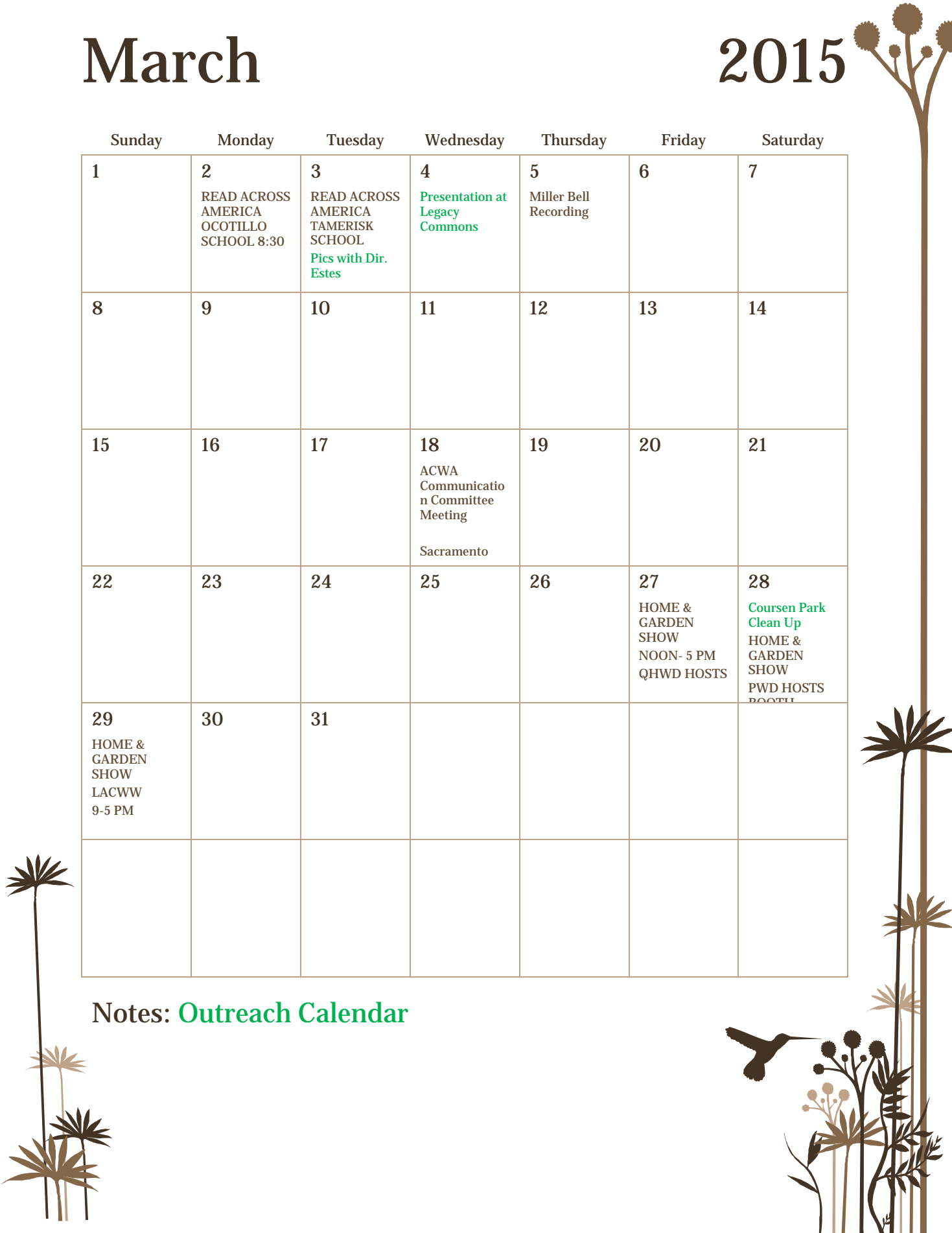
DDL/dd

March

2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 READ ACROSS AMERICA OCOTILLO SCHOOL 8:30	3 READ ACROSS AMERICA TAMERISK SCHOOL Pics with Dir. Estes	4 Presentation at Legacy Commons	5 Miller Bell Recording	6	7
8	9	10	11	12	13	14
15	16	17	18 ACWA Communication Committee Meeting Sacramento	19	20	21
22	23	24	25	26	27 HOME & GARDEN SHOW NOON- 5 PM QHWD HOSTS	28 Coursen Park Clean Up HOME & GARDEN SHOW PWD HOSTS BOOTH
29 HOME & GARDEN SHOW LACWW 9-5 PM	30	31				

Notes: Outreach Calendar



P A L M D A L E W A T E R D I S T R I C T
B O A R D M E M O R A N D U M

DATE: February 25, 2015 **March 3, 2015**
TO: Outreach Committee **Outreach Committee Meeting**
FROM: Mike McNutt, PIO/Conservation Director
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 4.5 – DISCUSSION AND POSSIBLE ACTION ON
ADVERTISING WITH LAMAR OUTDOOR ADVERTISING.***

Recommendation:

Staff recommends the Committee discuss the possibility and feasibility of advertising with Lamar Outdoor Advertising.

Alternative Options:

The alternative is to not enter into the contract.

Impact of Taking No Action:

N/A

Background:

To engage the community into education regarding water and the District, this option exists if we would like to advertise/educate the community on billboards throughout Palmdale.

Strategic Plan Initiative:

This work is part of Strategic Initiative #1.

Budget:

This is not a budgeted item.

Supporting Documents:

- Lamar Outdoor Advertising proposal
- Lamar proposed billboard locations



25 GRP Showing Poster Campaign

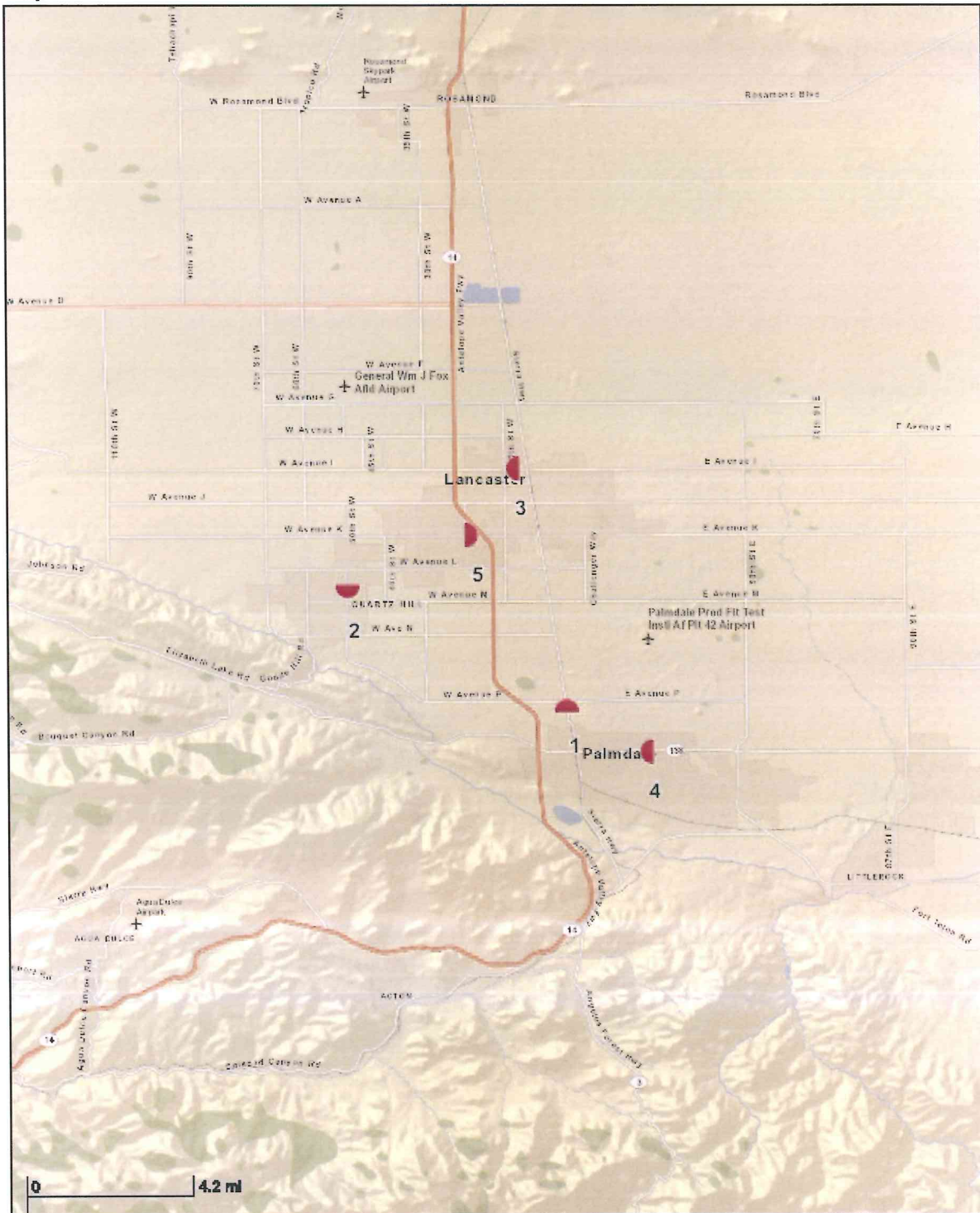
Market	Antelope Valley
Reach	62,500 people per day (average) 1,901,041 impressions per month
Number of Locations	5 locations distributed throughout market simultaneously rotating on a 4-week cycle
Space cost	\$2,750 per 1- <u>4-week cycle</u> \$550 per location Longer commitment we can negotiate rates
Production cost of your ad	\$120 per poster 5x per 4 wks (\$600 per 4 wks)
Up front costs	First month space and production

Lamar Outdoor Advertising of Lancaster
104 Enterprise Way ♦ Lancaster, CA 93535
Tel: (661) 948-0721 ♦ Fax: (661) 948-1631



25 GRP

Map #1



25 GRP

Map Icon	Label	Panel#	Media/Style	Facing	H x W	DEC	Total Weekly EOI	Illum.
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	1	4432	Poster / Retro	South	10' 6" x 22' 9"	11096	72946	YES
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Location: SIERRA HWY EL 800' S/O AVENUE P

Current Advertiser: CARL'S JR

2	42510	Poster / Retro	North	10' 6" x 22' 9"	7988	29064	NO
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Location: 50TH ST. WEST WL 260' N/O AVENUE L-12

Current Advertiser: CARL'S JR

3	3693	Poster / Retro	East	10' 6" x 22' 9"	20186	88545	YES
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Location: AVENUE I NL 300' W/O ELM AVENUE

Current Advertiser: THEURER ORTHODONTICS

4	40130	Poster / Retro	East	10' 6" x 22' 9"	21453	67647	YES
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Location: PALMDALE BLVD SL 100' W/O 25TH ST EAST

5	3434	Poster / Retro	West	10' 6" x 22' 9"	24503	74030	YES
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Location: AVENUE K NL 700' E/O 20TH STREET WEST

Current Advertiser: ROBERTSON'S PALMDALE HONDA

Total DEC: 85226

Total EOI: 332232



25 GRP



These charts indicate the demographic breakdown of your proposed panels within your Lamar out-of-home campaign. Please discuss with your Lamar representative how additional locations and outdoor products may help you achieve a greater concentration of your target audience.



25 GRP



Location #1

Panel: 4432

Media/Style: Poster/Retro

Market: PALMDALE

Location: SIERRA HWY EL 800' S/O AVENUE P

Facing/Read: South / Right

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 11096

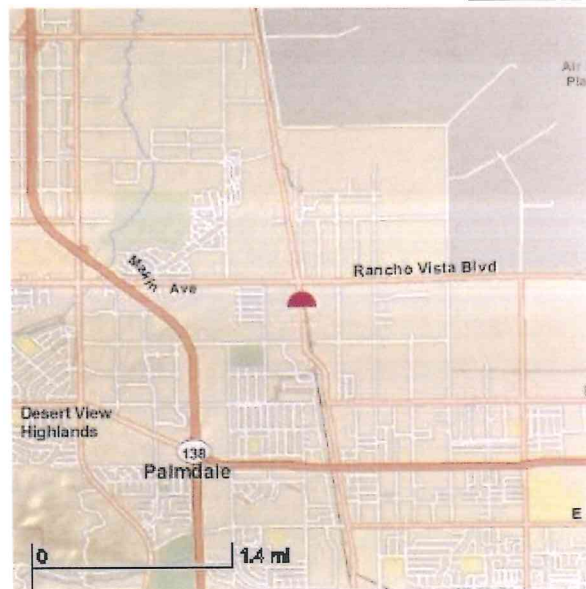
Total Weekly EOI: 72946

Lat/Long: 34.59958 / -118.12078

Rate:

Current Advertiser: CARL'S JR

Misc:



Contact Lamar Advertising of Lancaster

Physical Address: 104 Enterprise Parkway, Lancaster, CA 93534 - Mailing Address: P.O. Box 829, Lancaster, CA 93584 - Phone: 877-526-2717, Fax: 661-948-1631



25 GRP



Location #2

Panel: 42510

Media/Style: Poster/Retro

Market: QUARTZ HILL

Location: 50TH ST. WEST WL 260' N/O AVENUE L-12

Facing/Read: North / Right

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: NO

DEC: 7988

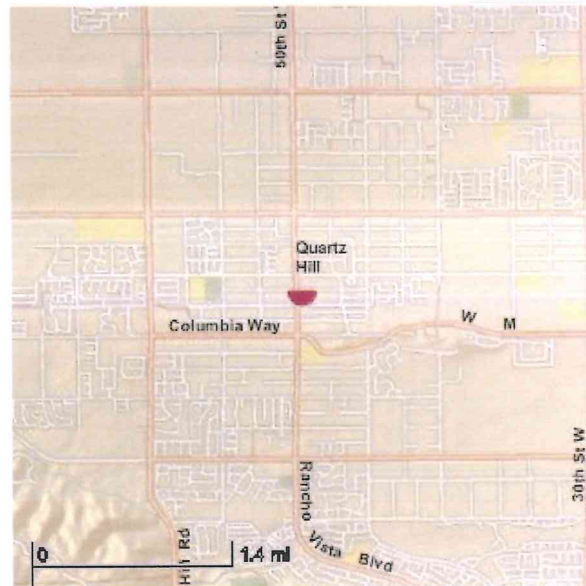
Total Weekly EOI: 29064

Lat/Long: 34.65003 / -118.21782

Rate:

Current Advertiser: CARL'S JR

Misc:



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25 GRP



Location #3

Panel: 3693

Media/Style: Poster/Retro

Market: LANCASTER

Location: AVENUE I NL 300' W/O ELM AVENUE

Facing/Read: East / Right

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 20186

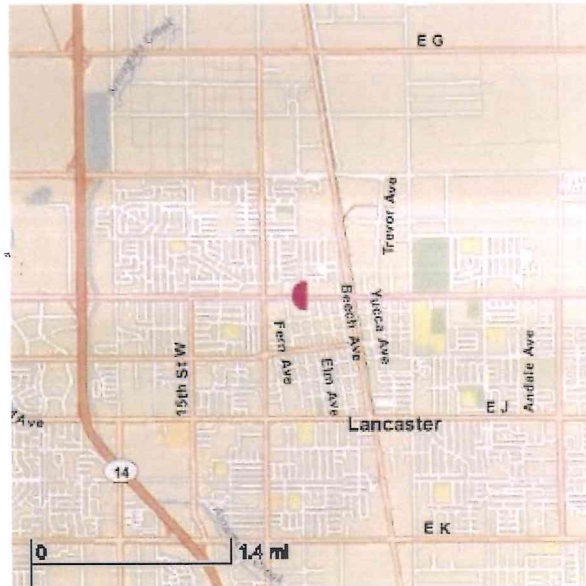
Total Weekly EOI: 88545

Lat/Long: 34.70406 / -118.14364

Rate:

Current Advertiser: THEURER ORTHODONTICS

Misc:



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Physical Address: 104 Enterprise Parkway, Lancaster, CA 93534 - Mailing Address: P.O. Box 829, Lancaster, CA 93584 - Phone: 877-526-2717, Fax: 661-948-1631



25 GRP



Location #4

Panel: 40130

Media/Style: Poster/Retro

Market: PALMDALE

Location: PALMDALE BLVD SL 100' W/O 25TH ST EAST

Facing/Read: East / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 21453

Total Weekly EO: 67647

Lat/Long: 34.57920 / -118.08433

Rate:

Current Advertiser:

Misc:



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Physical Address: 104 Enterprise Parkway, Lancaster, CA 93534 - Mailing Address: P.O. Box 829, Lancaster, CA 93584 - Phone: 877-526-2717, Fax: 661-948-1631



25 GRP



Location #5

Panel: 3434

Media/Style: Poster/Retro

Market: LANCASTER

Location: AVENUE K NL 700' E/O 20TH STREET WEST

Facing/Read: West / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 24503

Total Weekly EOI: 74030

Lat/Long: 34.67524 / -118.16252

Rate:

Current Advertiser: ROBERTSON'S PALMDALE HONDA

Misc:



Contact Lamar Advertising of Lancaster

Physical Address: 104 Enterprise Parkway, Lancaster, CA 93534 - Mailing Address: P.O. Box 829, Lancaster, CA 93584 - Phone: 877-526-2717, Fax: 661-948-1631