

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JANUARY 21, 2015:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, January 21, 2015, 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
Mike McNutt, PIO/Conservation Director
Jim Stanton, Information Technology Manager
Gene Taylor, Customer Service Supervisor
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 November 4, 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 November 4, 2014, as written.

4.2) Review of December, 2014 Newsletter. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt recommended The Pipeline be distributed with customer water bills and via email every other month rather than every month followed

by discussion of articles regarding field work, creating a sign identifying District construction projects, and the use of Director's photographs. The Committee then concurred with publication of The Pipeline every other month.

4.3) Discussion on the Development of an Outreach Plan Based on the District's Strategic Plan. (Chair Dizmang)

Chair Dizmang requested a theme be created for an overall Outreach Program for entry into A.C.W.A.'s Best in Blue Program after which PIO/Conservation Director McNutt stated that a program will be conducted in 2015 for entry in 2016; that he recommends the message of conservation be updated; and that he recommends the Before the First Drop campaign be built upon.

Chair Dizmang then recommended a theme of 'Reaching Out,' which encompasses all aspects of reaching out to the public followed by discussion of the objectives for this theme and ideas for the program.

4.4) Discussion and Possible Action on KTPI Collaboration. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed potential advertising opportunities through KTPI Radio, how this advertising and messaging can help with the 'Reaching Out' Program, potential advertising on a Spanish radio station, and the District sponsoring various KTPI community programs followed by discussion of community programs during the holiday season and throughout the year, guest speaking spots for seniors and other organizations, and developing a District team for various walk-a-thon and bicycle rides.

It was then determined that a proposal from KTPI Radio be considered by the Committee at the next meeting with possible presentation to the full Board for consideration.

4.5) Discussion and Possible Action on School Conservation Program. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that staff is obtaining information to conduct a science fair with the high schools within the District's service boundaries and proposes Directors judge the entries and that the grade school program and contests will

continue followed by discussion of the best methods for promoting these contests including meeting with school curriculum directors, school principals, and the high school superintendent.

5) Information Items.

5.1) Review of:

a) ACWA Best in Blue Award. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the District was selected as one of six finalists for the ACWA Best in Blue Award and received a Certificate of Recognition for this honor.

b) District-Hosted Webinar. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that he and Information Technology Manager Stanton are reviewing the WebX subscription for hosting webinars; that ACWA will be contacted as a webinar presenter; and that he recommends hosting a webinar every other month followed by discussion of contacting CSDA regarding continuing education credits for District-hosted webinars.

He then stated that the District-hosted webinar presented with the City of Toledo was well attended with over 300 participants; that great questions were received, including how GAC can help other agencies; that the webinar was recorded; and that he will ensure the Directors have access to this webinar.

c) District's Entry in the Palmdale Chamber of Commerce Holiday Parade. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that all staff involved with the District's float did a great job and that the District was awarded the Judge's Choice Award for staff's efforts followed by discussion of presenting certificates or letters of appreciation to staff involved with the float.

d) Christmas Customer Appreciation Day. (PIO/Conservation Director McNutt)

Customer Service Supervisor Taylor stated that over 200 customers attended the District's first Customer Appreciation Day; that the customers appreciated the event and what the District did for the community; and that Director Alvarado was a great Santa.

5.2) Status on Spanish Translation of Critical Information and Editorial Meeting with Hispanic Media Sources. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that follow-up information from the editorial meeting with La Prensa has not been received; that Juan FM appreciated the District's active role in reaching out to the Hispanic community and staff will work with this agency to obtain other contact sources; that he has contacted other Spanish media sources with no response; and that he will be attending the Antelope Valley Hispanic Chamber of Commerce lunches followed by discussion of District participation at the Four-Points Swap Meet, and it was recommended that District participation at the Four-Points Swap Meet be presented to the full Board for consideration at a future meeting.

Customer Service Supervisor Taylor then stated that customer service forms have been translated to Spanish.

5.3) Status on Video Production and District-Hosted Webinars. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that this was discussed under Agenda Item No. 5.1.b.

5.4) Other.

a) Building Trades Article.

PIO/Conservation Director McNutt stated that an article regarding the District's adoption of the use of Project Labor Agreements should be published by the Building Trades publication in February; that all Directors were quoted in the article; and that he will obtain copies of the publication.

b) GAVEA Article.

PIO/Conservation Director McNutt distributed a draft article the District was asked to write for the Greater Antelope Valley Economic Alliance's (GAVEA's) Economic

Roundtable Report and stated that the focus of the article is balancing water supply and managing water in the Antelope Valley versus bringing business to the Antelope Valley; that GAVEA and AVEK are reviewing the article; and then requested the Committee provide any comments on the article.

He then reported that the District is doing a good job of reaching out to its residential customers regarding water conservation; that he will be introducing a Cash for Kitchens Program to reach out to businesses for conducting water audits; that the District's current rebates can also be offered to the business community; and that he is working with Human Resources Director Emery on hiring an intern to assist with this Program followed by discussion of programs and checklists available for Cash for Kitchens Programs, Directors speaking to business owners in the community with PIO/Conservation Director McNutt to discuss concerns from a water standpoint, and protocol for reporting water waste.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

Director Estes requested staff work with legal counsel regarding Directors' involvement in the community, the use of photographs, the Brown Act, and conflicts of interest.

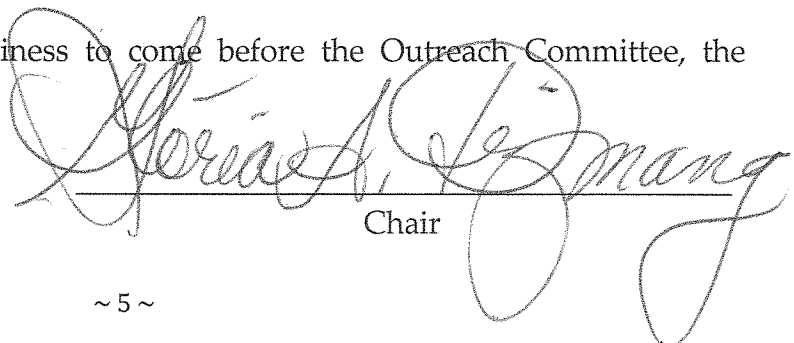
Chair Dizmang requested an item be included on the next agenda for "Discussion and possible action on School Conservation Program."

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held February 12, 2015 at 10:30 a.m.

7) Adjournment.

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


Chair