

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, FEBRUARY 12, 2015:**

*A regular meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, February 12, 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  
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 January 21, 2015.**

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 January 21, 2015, as written.

**4.2) Review of February, 2015 Newsletter. (PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that The Pipeline will be published and sent to customers every other month with water bills and via Constant Contact followed by review of the February, 2015 issue and recommendations for the next issue.

**4.3) Consideration and Possible Action on Outreach With KTPI Radio Network. (\$16,280.00 – Budgeted – PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt reviewed advertising opportunities with the KTPI Radio Network followed by discussion of the cost, the District's message, involvement in the community, the budget, and the Committee's authority to approve items up to \$25,000.00.

It was then moved by Committee Member Estes, seconded by Chair Dizmang, and unanimously carried that the Committee concurs with staff's recommendation to enter into an advertising contract with KTPI Radio Network in the not-to-exceed amount of \$16,280.00 for 2015 and that the Committee's approval of this item be reported to the full Board at the February 25, 2015 Regular Board meeting.

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

PIO/Conservation Director McNutt stated that a meeting has been scheduled with representatives from the Antelope Valley Union High School District to discuss a School Conservation Program with the high schools within the District's service boundaries and that an update will be provided at the next Committee meeting.

Director Dizmang then inquired about a School Conservation Program for the elementary schools after which Water Conservation Aide Trevino stated that details for this program are being developed and presentations will continue and that the Read Across America Program will be held March 3 from 10 a.m. to 2 p.m. at Tamarisk Elementary School and the Committee is invited to read during this event.

**4.5) Discussion and Possible Action on Development of a Cash for Kitchens Program. (PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that staff is developing a Cash for Kitchens or outreach program for local businesses; that an intern can help develop this program; and that certifications and audits can be incorporated into this program.

**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)**

PIO/Conservation Director McNutt reviewed the request for the District to participate in the Santa Clarita Shakespeare Festival Resource Management Program, and after a brief discussion of the District's past school presentation programs, targeting schools within the District's service boundaries, the budget, and sponsorship opportunities through the A.V. Water Partners, it was moved by Committee Member Estes, seconded by Chair Dizmang, and unanimously carried that the Committee concurs with staff's recommendation to sponsor the Santa Clarita Shakespeare Festival Resource Management Program in the not-to-exceed amount of \$2,000.00 subject to a review on the legitimacy of this organization, the subject matter relating directly to water conservation, presentations to at least two schools within the District's service boundaries, and potentially dividing the sponsorship cost among the A.V. Water Partners and that the Committee's approval of this item be reported to the full Board at the February 25, 2015 Regular Board meeting.

**5) Information Items.**

**5.1) Status on the Development of a Reaching Out Program.  
(PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that staff continues work to be included in the District's Reaching Out Program, and there will be plenty of content to submit under this Program.

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

PIO/Conservation Director McNutt stated that WebX is being purchased for the District to host webinars and that April 15 is the target date for the first webinar followed by discussion of subject matter for the webinars, how the webinars will be conducted and publicized, and the intent of offering the webinars on a regional effort.

He then stated that he has also been working with Vinnie's Production on filming and photo opportunities in the Antelope Valley.

**5.3) Status on Monthly H2O Talk on the District's YouTube Channel. (\$3,600.00  
– Budgeted – PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that he has met with Gig2Me Productions regarding filming short interview segments for the District; that the interviews will be held once a month and hosted on the District's YouTube channel, on the lobby monitors, and on the website; and that the cost is \$3,600.00 for 2015 for these filming services, and after a brief discussion, the Committee concurred with moving forward on this project.

**5.4) Other.**

General Manager LaMoreaux stated that the District's transparency certification application is nearly complete and once two peer reviews are complete, the application can be submitted and the 'District of Distinction' honor pursued.

He then stated that a presentation on the Rate Assistance Program has been scheduled for March 4 at 9 a.m. at Legacy Commons.

He then distributed a list of materials to be included in the Customer Care Department's Welcome Packet.

PIO/Conservation Director McNutt distributed the latest draft article the District was asked to submit for the Greater Antelope Valley Economic Alliance's (GAVEA's) Economic Roundtable Report.

There were no additional information items.

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

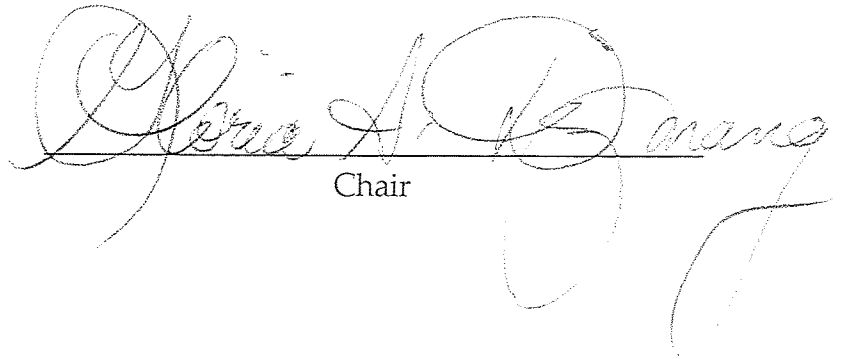
Chair Dizmang requested an Outreach Calendar or schedule be developed.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held March 3, 2015 at 10:30 a.m.

7) **Adjournment.**

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

  
Chair

