

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MARCH 3, 2015:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, March 3, 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
Matt Knudson, Assistant General Manager
Mike McNutt, PIO/Conservation Director
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 February 12, 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 February 12, 2015, as written.

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

PIO/Conservation Director McNutt requested content for the April, 2015 issue of The Pipeline and reviewed changes that will be made to the color and font size followed by discussion of articles and recommendations for the next issue.

4.3) Consideration and Review of Outreach Calendar. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed the items included on the Outreach Calendar and stated that recording of the District's YouTube monthly videos will begin shortly after which the Committee requested event times be included on the calendar.

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

PIO/Conservation Director McNutt stated that the Antelope Valley Union High School District (AVUHSD) science fair is scheduled for April 27, and the Committee will be scheduled to judge the environmental entries; that the District will work with the AVUHSD regarding a water piece for next year; that District guest speaking opportunities with the AVUHSD are available; and that the rules for the elementary school contests will be distributed and water conservation presentations provided after which the Committee recommended charter schools also be involved.

4.5) Discussion and Possible Action on Advertising With Lamar Outdoor Advertising. (\$3,350.00 – Non-Budgeted – PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that staff recommends the District not participate with Lamar Outdoor Advertising at this time followed by discussion of placing poster contest winners on the billboards and the benefit of billboard advertising.

5) Information Items.

5.1) Status on 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, which includes the Commercial Certification Program, and that the Water Conservation Intern will be assisting with this Program.

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

PIO/Conservation Director McNutt stated that WebX is in place; that contracts have been signed; and that the target date for the first webinar is April 15 with future webinars to be held every other month.

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

There was no additional information to report on this item.

5.4) Status on Radio Advertising. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed the District's radio ad and the stations on which it will be aired followed by discussion of presentations to various service clubs and community organizations.

5.5) Status on Commercial Certification Program. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that a field trip will be scheduled to Santa Barbara to discuss their commercial conservation program, which includes water audits, followed by a brief discussion of water audits.

5.6) Status on Santa Clarita Shakespeare Festival Resource Management Program. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the District will not be participating in this Program.

5.7) Other.

PIO/Conservation Director McNutt reviewed a yard sign for Cash for Grass Program recipients and stated that the District's new tag line is "Less is More, Save for Our Future" and that a Read Across America event is scheduled for March 12 at 9 a.m.

Chair Dizmang then requested the District expand or change its hand-out inventory followed by discussion of the District's participation at upcoming events and events suitable for the A.V. Water Partners and the Antelope Valley State Water Contractors Association.

PIO/Conservation Director McNutt then stated that the National Forest Foundation invited the District to participate in their San Gabriel Mountains Community Collaborative process; that he and General Manager LaMoreaux will attend the first meeting tomorrow in Los Angeles; and that participation will help insure the Littlerock Dam area is protected after which Committee Member Estes expressed an interest in attending these meetings.

Presenting a Certificate of Appreciation to Mr. Isaac Barcelona, co-founder and outgoing President of the Antelope Valley Hispanic Chamber of Commerce, was discussed, and the Committee directed staff to prepare a Certificate of Appreciation for Isaac Barcelona on a one time basis due to the District's involvement in the Antelope Valley Hispanic Chamber of Commerce.

There were no additional information items.

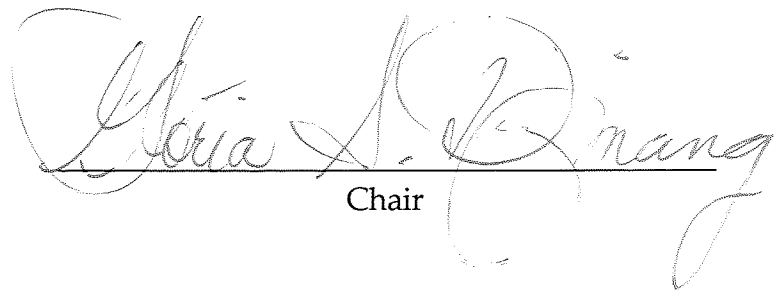
6) Board Members' Requests for Future Agenda Items.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held April 1, 2015 at 10:30 a.m.

7) Adjournment.

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


Chair