

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, APRIL 1, 2015:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, April 1, 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
Robert Alvarado, PWD Director
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 March 2, 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 March 2, 2015, as written.

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

PIO/Conservation Director McNutt stated that the April, 2015 issue of The Pipeline is on schedule to be sent this month via mail and email followed by discussion of articles for the issue.

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

PIO/Conservation Director McNutt reviewed all outreach items completed in March, 2015 and Outreach Calendar items for April, 2015 and stated that the first "Where's Our Water?" video has been completed for the District's YouTube channel with the second to be recorded later this month.

Committee Member Estes then requested notification of calendar items as they occur as the Committee may be interested in attending these events.

PIO/Conservation Director McNutt then distributed information on the latest snowpack levels followed by discussion of radio advertising spots.

5) Information Items.

5.1) Reaching Out Program. (PIO/Conservation Director McNutt)

a) Status on School Conservation Program (Elementary/High School). (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that a presentation was conducted at Eastside High School regarding water scarcity; that a presentation is scheduled at an elementary school outside the District's service boundaries, and Los Angeles County Waterworks will be invited to attend as the servicing agency; that the SOAR Science Fair is scheduled for April 27, and the Committee has been invited to judge the event; and that the entire Board will be informed of this event.

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

PIO/Conservation Director McNutt stated that this item will move forward when a Water Conservation Intern is hired and that he will be obtaining his AWWA Water Efficiency Certification to assist with this Program.

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

PIO/Conservation Director McNutt stated that a video production contract has been negotiated and that production is expected to begin shortly.

He then stated that the April District-hosted webinar has been rescheduled for May 27, 2015 at 10:30 a.m. with a presentation from Water Emergency Response of Los Angeles County and that future webinars will be held every other month followed by review of District artwork associated with the webinars.

**d) Status on Monthly H₂O Talk on the District's YouTube Channel.
(PIO/Conservation Director McNutt)**

This item was discussed under Agenda Item No. 4.3, and the video can be shown at a future Board meeting.

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

PIO/Conservation Director McNutt reviewed the upcoming radio ad.

5.7) Other.

PIO/Conservation Director McNutt stated that he attended the San Gabriel Mountain Community Collaborative Meeting and that this group is working on a code of ethics.

He then stated that he attended the ACWA Communications Committee meeting; that these meetings offer valuable information to the District; and that he has been assigned to a writing sub-committee for this group.

There were no additional information items.

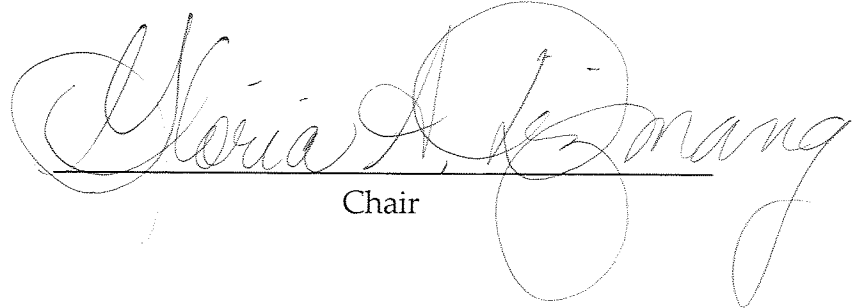
6) Board Members' Requests for Future Agenda Items.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held May 14, 2015 at 10:30 a.m.

7) **Adjournment.**

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


Chair