

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MAY 14, 2015:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Thursday, May 14, 2015, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order at 10:38 a.m.

1) Roll Call.

Attendance:

Outreach Committee:
Gloria Dizmang, Chair
Joe Estes, Committee
Member

Others Present:

Dennis LaMoreaux, General Manager
Matt Knudson, Assistant General Manager
Linda Trevino, Water Conservation Aide
Dawn Deans, Executive Assistant
1 member 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 April 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 April 2, 2015, as written.

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

Water Conservation Aide Trevino reviewed the April, 2015 issue of The Pipeline, which will be sent in June, followed by discussion of the articles and upcoming plant sale.

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

General Manager LaMoreaux stated that PIO/Conservation Director McNutt will prepare a more detailed calendar.

4.4) Discussion and Review of Drought Outreach. (PIO/Conservation Director McNutt)

General Manager LaMoreaux reviewed the District's mandatory 32% water use reduction, the timeline for meeting this reduction, the requirements of the State Water Resources Control Board, and drought outreach, which will include a letter to all customers with information regarding water use, coordinating flushing with the City of Palmdale's street sweeping schedule, working together with the City of Palmdale on drought issues, the use of the District's website, Facebook, twitter, Constant Contact, and bill inserts, presentations at Chamber and service club events, and hiring temporary employees to assist with water waste and Cash for Grass Program calls followed by discussion of outdoor watering schedules, the reduction in water sales, implementing a Drought Surcharge Fee to ensure the District can meet its fixed costs, reductions for multi-family and commercial uses, and concentrating on the District's highest water users.

He then stated that Home Depot has requested the District attend their water agency drought requirements and regulations class.

5) Information Items.

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

General Manager LaMoreaux distributed a list of Reaching Out accomplishments from April through mid-May, 2015.

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

Water Conservation Aide Trevino stated that school is nearly over; that the winners of this year's school contests will be announced at the May 27, 2015 Board meeting; and that the winner will be displayed on a billboard followed by discussion of

the rules for this year's contests, the number of schools participating, working with the art department of the high school, and options for future contests.

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

General Manager LaMoreaux stated that this Program is under development.

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

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

General Manager LaMoreaux stated that a District-hosted webinar will be held May 27, 2015 at 10:30 a.m. with a presentation from Water Emergency Response of Los Angeles County and that an interview for the Monthly H₂O Talk on the District's YouTube Channel will be conducted for May.

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

General Manager LaMoreaux stated that PIO/Conservation Director McNutt recorded a few additional radio ads and an ad for the Lancaster JetHawks will be recorded.

f) Staff Involvement With Reaching Out Program. (PIO/Conservation Director McNutt)

Staff involvement with the Cash for Grass Program, water waste, and leak complaints was discussed after which General Manager LaMoreaux stated that staff will be educated on the drought plan approved by the Board.

Chair Dizmang requested the name of the "Reaching Out" Program be expanded to either "Palmdale Water District Reaches Out" or "PWD Reaches Out" to better identify the Program.

5.2) Other.

Committee Member Estes recommended a booth be held at the Four-Points Swap Meet to distribute information about the drought.

General Manager LaMoreaux stated that PIO/Conservation Director McNutt will work with the radio and Spanish radio stations regarding the District's drought message and stated that the "Less is More" logo will be placed on the District's vehicles.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

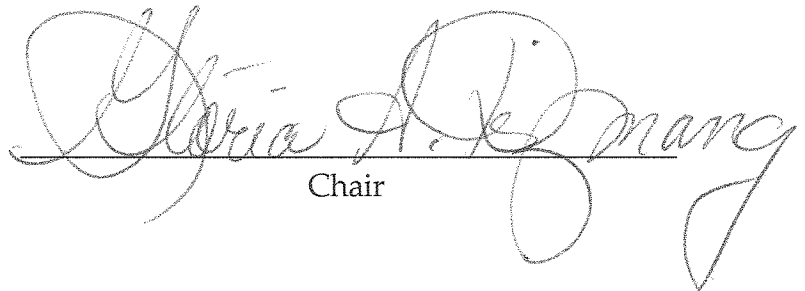
Committee Member Estes requested an item be placed on the next agenda for "Status on manning a booth at the Four-Points Swap Meet."

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held June 29, 2015 at 10:30 a.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 11:25 a.m.


Chair