

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JULY 7, 2015:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, July 7, 2015, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order at 1:05 p.m.

1) Roll Call.

Attendance:

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

Others Present:

Dennis LaMoreaux, General Manager
Robert Alvarado, PWD Director
Matt Knudson, Assistant General Manager
Mike McNutt, PIO/Conservation Director
Jim Stanton, Information Technology Manager
Linda Trevino, Water Conservation Aide
Jelevé Bishop, Intern
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 May 14, 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 May 14, 2015, as written.

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

PIO/Conservation Director McNutt provided a detailed overview of outreach activities from June 1 through July 2, 2015 with the main focus being to manage the drought and the District's watering restrictions followed by discussion of the Antelope Valley Water Conservation Coalition, the Antelope Valley Water Partners, the San Gabriel Mountain Community Collaborative, and staff's community efforts.

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

PIO/Conservation Director McNutt stated that the District's drought outreach includes advertising on the radio through KTPI, a 60-second spot has been recorded for the Lancaster JetHawk's, a meeting is scheduled with High Desert Broadcasting radio for additional advertising, and a PSA on the drought recorded by Senator Runner and Assemblyman Lackey will be shown on TimeWarner Cable in addition to local Santa Clarita networks.

4.4) Discussion on Development of Water Summit. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed staff's recommendation to conduct a Water Summit with guest speakers and a question and answer panel to discuss solutions to current and future water supply, lessons learned from outreach activities, and community response with the intent of inviting the District's state legislators, local elected officials, adjacent water agencies throughout the Antelope Valley, Castaic, and Hesperia areas, the business community, and area Chambers of Commerce.

The Committee concurred with the development of a Water Summit.

5) Information Items.

5.1) Palmdale Water District Reaches Out Program (Written Status Report). (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the Reaches Out Program involves all PIO/Conservation Department items and that if the District can reduce its water use by 32%, the Program will have been successful.

a) Status on Video Production. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that a script and storyboard has been developed for Actor Danny Trejo and that staff will continue working with Mr. Trejo's agent regarding his representation of the District's drought message.

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

PIO/Conservation Director McNutt stated that these Monthly H₂O Talks are recorded and posted on the District's social media and YouTube pages, and guests have included Director Estes and Senior Customer Care Representative Hernandez.

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

PIO/Conservation Director McNutt stated that radio advertising was reviewed earlier in the meeting.

d) Staff Involvement With Reaches Out Program. (PIO/Conservation Director McNutt)

Director Dizmang requested the name of the Reaches Out Program be changed to Reaching Out Program after which PIO/Conservation Director McNutt stated that District staff has been more than willing to partner with the PIO/Conservation Department team and that the drought crisis has brought the District together.

It was then recommended that identification signs be posted at the District's crew repair sites.

5.2) Status on Thursday-Night-on-the-Square. (PIO/Conservation Director McNutt)

Water Conservation Aide Trevino stated that the District will be manning a booth every week at Thursday-Night-on-the-Square located on the turf area; that the first evening went well; that information to help customers save water and understand the District's watering restrictions was distributed; that a raffle for a high efficiency toilet is being held; and that the Antelope Valley Hispanic Chamber of Commerce expressed an interest in sharing a booth with the District followed by discussion of posting pictures from these events.

5.3) Other.

Committee Member Estes inquired about continuing with the visibility of Directors after which General Manager LaMoreaux stated that photo opportunities need to be scheduled for several Directors.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

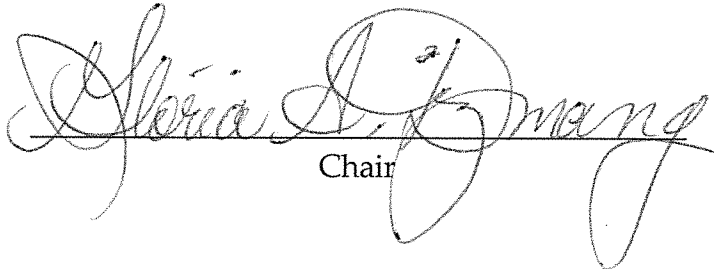
The Committee viewed the PSA with Senator Runner and Assemblyman Lackey and requested the PSA be shown at the next regular Board meeting.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held August 17, 2015 at 1:30 p.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:00 p.m.


Chair