

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, AUGUST 17, 2015:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, August 17, 2015, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order at 1:30 p.m.

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
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.

Mr. Danny Bazzell, Field Representative for Senator Sharon Runner, provided a brief update on the status of AB 1164 regarding water conservation, drought resistant landscaping, \$300 million for turf replacement programs over the next three years, and lifting a ban on artificial turf.

There were no further public comments.

4) Action Items:

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held July 7, 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 July 7, 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 July 11 through August 17, 2015 with the main focus being drought outreach.

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 seven radio stations with the message updated every five weeks, enforcement of water wasters has been increased with the issuance of additional door-tags and photographs, and timely reports have been filed with the State followed by discussion of the District's previous efforts to reduce water use by 20%, different water wasting businesses, and per capita water usage of other water agencies compared to the District.

4.4) Discussion and Review of Water Summit. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that over 80 people have registered to attend the Water Summit, which is scheduled for August 26 from 8 a.m. to 1 p.m. at the City of Palmdale Cultural Center; that the City of Palmdale has offered their support and is sharing in costs for the Summit; and then reviewed scheduled guest speakers, the panel, topics of discussion, and the proposed agenda for the Water Summit.

4.5) Discussion of School Conservation Program for Elementary and High Schools. (Chair Dizmang/PIO/Conservation Director McNutt)

Chair Dizmang stated that she is concerned that basic water conservation information is not being provided to the schools in addition to contest information and recommended a master list of basic water-related questions be provided to teachers and up-to-date videos be shown after which PIO/Conservation Director McNutt and Water Conservation Aide Trevino provided an overview of the information provided to teachers prior to presentations, and AquaDog, tour content, and the cost of bus transportation were then discussed.

4.6) Discussion of Development of a Water Conservation News Story Showcase. (Chair Dizmang)

Chair Dizmang recommended that customers who have gone over and above with water conservation efforts be featured in Antelope Valley Press articles and requested staff contact the Antelope Valley Press followed by discussion of showcasing conservation efforts through the newspaper and through social media.

Committee Member Estes then recommended a Ratepayer of the Month be featured on the District's social media sites, and PIO/Conservation Director McNutt stated that he will contact the Antelope Valley Press.

5) Information Items.

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

PIO/Conservation Director McNutt stated that the monthly calendar distributed earlier in the meeting is part of the District's Reaching Out Program; that new partnerships are being formed in the community and the Water Summit will assist in this effort; that he is now a Palmdale Chamber of Commerce Board member; that table tents for customers to request water have been printed in both English and Spanish for area restaurants; and that a low flow toilet donated by Home Depot will be given away to Thursday-Night-on-the-Square entries.

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

PIO/Conservation Director McNutt stated that a script and storyboard has been developed for a Public Service Announcement regarding the District's drought message with Actor Danny Trejo after which it was also recommended that Lee Erney be contacted for a Public Service Announcement.

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.

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

PIO/Conservation Director McNutt stated that the District is advertising on seven different radio stations, and the message is changed every five weeks.

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

PIO/Conservation Director McNutt stated that staff recommends staff from different departments become involved with classroom presentations followed by discussion of including AquaDog in future classroom presentations.

5.2) Other.

Mr. Danny Bazzell, Field Representative for Senator Sharon Runner, clarified that AB 1164 has passed through the Assembly and is now in the Senate Appropriations Committee.

He then stated that he started a Welcome to the Antelope Valley Resource Fair for foreign military members living and working in the Antelope Valley; that he invites the District to attend the resource fair and share information on how to live and save water in the desert; and that his intent is to expand the resource fair to all people new to the Antelope Valley after which the Committee requested the District be kept informed on updates to the Welcome to the Antelope Valley Resource Fair.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

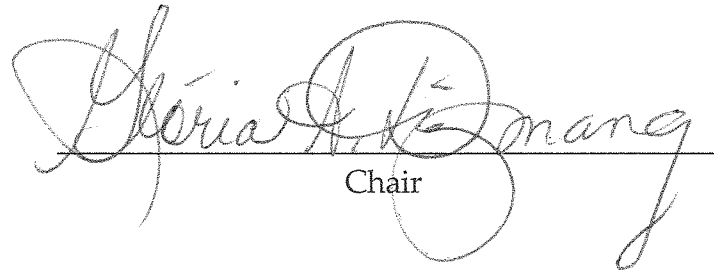
Chair Dizmang inquired about identification cards for District staff after which General Manager LaMoreaux stated that all District employees are issued identification cards.

There were no further requests for future agenda items.

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

7) **Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:20 p.m.


Chair