

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 10, 2015:**

*A regular meeting of the Outreach Committee of the Palmdale Water District was held Thursday, September 10, 2015, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order at 1:35 p.m.*

**1) Roll Call.**

**Attendance:**

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

**Others Present:**

Mike McNutt, PIO/Conservation Director  
Jim Stanton, Information Technology Manager  
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 August 17, 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 August 17, 2015, as written.

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

PIO/Conservation Director McNutt provided an overview of upcoming outreach activities including the filming of a Public Service Announcement on September 15, the District of Distinction award, which will be presented to the District at the upcoming California Special Districts Association Annual Conference, Water Conservation Aide

Trevino and Intern Bishop will be speaking on his behalf on September 15 to a retirement group at the Greenhouse Café, the District will man a booth at the Antelope Valley International Heritage Festival, and he will be attending the September 26 Small Business Symposium sponsored by Assemblyman Lackey and the African American Chamber of Commerce.

He then provided an overview of the District's increased water waste enforcement action approved at the September 9, 2015 Board meeting and staff's efforts to promote this action through press releases, constant contact, and social media after which the Committee encouraged staff to report any threatening messages received regarding enforcement to the sheriff's department.

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

PIO/Conservation Director McNutt stated that the District's drought outreach will now involve the enforcement issue for wasting water and reviewed the assistance received from other departments on this enforcement.

**5) Information Items.**

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

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

PIO/Conservation Director McNutt stated that the status of the Public Service Announcement was discussed earlier in the meeting under Agenda Item No. 4.2.

**b) Status on Monthly H<sub>2</sub>O Talk on the District's YouTube Channel. (PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that he will resume filming for these Monthly H<sub>2</sub>O Talks.

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

PIO/Conservation Director McNutt stated that the District continues to advertise on seven different radio stations with the message changed once a month.

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

PIO/Conservation Director McNutt stated that staff continues to provide assistance on drought outreach.

**5.2) Review and Evaluation of Water Summit. (PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that the Water Summit was a huge part of the District's Reaching Out Program; that he has heard positive comments about the Summit; and that the representative from the State Water Resources Control Board praised the District for the Summit after which the Committee recommended thank you letters signed by all Directors be sent to the speakers for this event.

**5.3) Status on Water Conservation News Story Showcase. (Chair Dizmang/PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that the Antelope Valley Press has contacted a customer regarding their water conservation efforts and he will follow-up on the status of this story after which Chair Dizmang recommended other customers' efforts be combined with this story.

**5.4) Status of School Conservation Program for Elementary and High Schools. (Chair Dizmang/PIO/Conservation Director McNutt)**

PIO/Conservation Director McNutt stated that Water Conservation Aide Trevino is actively working with several schools followed by discussion of obtaining updated videos.

Chair Dizmang then requested this program be in place before spring.

**5.5) Other.**

Committee Member Estes requested a short video be prepared on "How to Read Your Water Bill" followed by discussion of obtaining 2013 water use information, the priority of ensuring the District meets the 32% mandated water use reduction, and maintaining a positive image for the District.

PIO/Conservation Director McNutt then stated that he is now a Board member for both the Palmdale Chamber of Commerce and the Greater Antelope Valley Economic Alliance, which will help the District reach the business community, and table tents stating water will only be served upon request will be provided to area restaurants.

He then reviewed upcoming advertising through the Antelope Valley Hispanic Chamber of Commerce and the Antelope Valley Press annual Welcome Edition.

There were no additional information items.

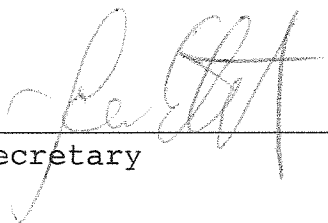
**6) Board Members' Requests for Future Agenda Items.**

There were no requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held October 15, 2015 at 10:30 a.m.

**7) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:15 p.m.

  
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Secretary