

**MINUTES OF INFORMATIONAL MEETING OF THE OUTREACH COMMITTEE
OF THE PALMDALE WATER DISTRICT, OCTOBER 15, 2015:**

An informational meeting of the Outreach Committee of the Palmdale Water District was held Thursday, October 15, 2015, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order at 10:30 a.m.

1) Roll Call.

Attendance:

Outreach Committee:
Gloria Dizmang, Chair
Joe Estes, Committee
Member – EXCUSED ABSENCE

Others Present:

Dennis LaMoreaux, General Manager
Vincent Dino, PWD Director
Mike McNutt, PIO/Conservation Director
Dawn Deans, Executive Assistant
0 members of the public

2) Adoption of Agenda.

Chair Dizmang stated that there is a lack of a quorum for this meeting but that the agenda items will be reviewed for informational purposes.

3) Public Comments.

There were no public comments.

4) Action Items:

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held September 10, 2015.

The September 10, 2015 minutes were not considered.

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

PIO/Conservation Director McNutt did not review this item.

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

PIO/Conservation Director McNutt stated that the District's drought outreach has included enforcement for water wasters with 104 citations issued today with a total to date of nearly 800 citations with some being second offenders; that table tents for requesting water have been distributed to area restaurants; that press releases have been issued; that the final version of the Public Service Announcement commercial will be complete next week and will be heavily marketed; that social media continues to be a source of communication to our customers; and that radio advertising contracts have ended with the exception of KTPI, which will run through December, followed by discussion of how the funds received for fines will be used, adding bill inserts showing the status of overall water use reductions, and issuing The Pipeline.

General Manager LaMoreaux then stated that state reporting requirements have changed regarding per capita water use, and Water & Energy Resources Director Pernula will be revising the District's water reduction numbers.

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 he reported on this item earlier in the meeting.

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

PIO/Conservation Director McNutt stated that he recently filmed a Monthly H₂O Talks segment with Danny Bazzell, Field Representative for Senator Sharon Runner's office, and he will not renew the contract for these segments.

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

PIO/Conservation Director McNutt stated that he reported on this item earlier in the meeting.

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

PIO/Conservation Director McNutt stated that staff continues to promote the District on a weekly basis and create partnerships with other agencies, such as the Steps to Brilliance Campaign for the Palmdale School District.

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

Chair Dizmang stated that there is no new information to report on this item.

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

PIO/Conservation Director McNutt stated that due to mandatory conservation regulations, no specific School Conservation Program has been established other than providing speakers and tours as requested, and contest information will be distributed later in the year followed by discussion of creating a School Conservation Program by January, determining when the water unit is covered by the schools, obtaining updated educational videos, and creating a Water Education Committee from interested staff members with this Committee conducting presentations at local schools with oversight, guidance, and scripts provided by the Water Conservation Department.

He then stated that he and Human Resources Director Emery attended the Salute for Youth job information program on Tuesday.

Chair Dizmang then requested an outline on the School Conservation Program for Elementary and High Schools be provided at a future meeting.

5.4) Other.

There were no additional information items.

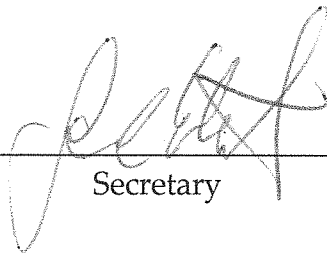
6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held November 12, 2015 at 10:30 a.m.

7) **Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 10:55 a.m.



Secretary