MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, FEBRUARY 5, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, February 5, 2014, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order.

1) Roll Call.

Attendance:	**Others Present:**
Outreach Committee:	Dennis LaMoreaux, General Manager
Gloria Dizmang, Chair	Robert Alvarado, PWD Director
Joe Estes, Committee Member	Matt Knudson, Assistant General Manager
	Jim Stanton, Information Technology Mngr.
	Danielle Henry, Administrative Assistant
	Dawn Deans, Executive Assistant
	Claudette Beck, Retired Annuitant
	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 December 9, 2013.

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 December 9, 2013, as written.

4.2) Discussion and Possible Action On:

a) Committee Goals

b) Committee Actions in Support of the Strategic Plan.

General Manager LaMoreaux stated that this item has been placed on each Committee agenda for the Committees to begin reviewing and developing goals for discussion at the upcoming Strategic Plan workshops to ensure the Committee's goals coincide with the Strategic Plan followed by discussion of a communications plan outlining an overall approach on addressing District issues.

4.3) Summary on "Before the First Drop" Legislative Meetings. (Chair Dizmang/General Manager LaMoreaux)

Chair Dizmang stated that she, former Committee Member Alvarado, and General Manager LaMoreaux met with local legislative officials or their representatives to review the "Before the First Drop" program; that the meetings were excellent with a good exchange of information with one exception; that as a result of these meetings, the City and the District will now begin sharing information between newsletters and local cable television; and that she recommends similar meetings be held with the Board of Directors of the different Chambers of Commerce.

4.4) Discussion and Possible Action on Editorial Meeting With the Antelope Valley Press. (Chair Dizmang)

Scheduling an editorial meeting with members of the Antelope Valley Press to convey information about the District and to address any concerns from the Antelope Valley Press was discussed along with potential topics for discussion, including the "Before the First Drop" presentation, the organizational assessment and moving forward, the 2014 budget and rate change, the upcoming Proposition 218 process, and the drought, and it was determined that General Manager LaMoreaux schedule the editorial meeting with the Antelope Valley Press.

5) Information Items.

5.1) Status of District Website Redesign. (Information Technology Manager Stanton)

Information Technology Manager Stanton stated that a production site for the website redesign will be on line for review by February 21 with an anticipated go-live date of April 1 followed by discussion of ensuring transparency.

5.2) Review of Annual District Workshops/Events. (Water Conservation Aide Trevino)

Retired Annuitant Beck reviewed the schedule of the District's workshops and topics of the Cash for Grass Program and rebates and then stated that the District will participate in the Home and Garden Show in March; that the District will not participate in Thursday-Night-on-the-Square as this venue has changed; that a plant sale will be held June 14; and that the Antelope Valley Resource Conservation District is hosting an Open House and plant sale on May 4 and in October, and the District will participate in these workshops.

5.3) Other.

General Manager LaMoreaux stated that staff has developed an internal drought team to determine how the District will address water supply issues for 2014; that steps are outlined in the 2010 Urban Water Management Plan for addressing water shortages; that the Governor has requested a 20% voluntary water use reduction, and the District is supporting this message; and that depending on supply updates due in March, District-wide messages will be distributed to customers.

Information Technology Manager Stanton reviewed the free "Like us on Facebook" window cling followed by discussion of developing a window cling specific to the District as the water supply situation develops.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

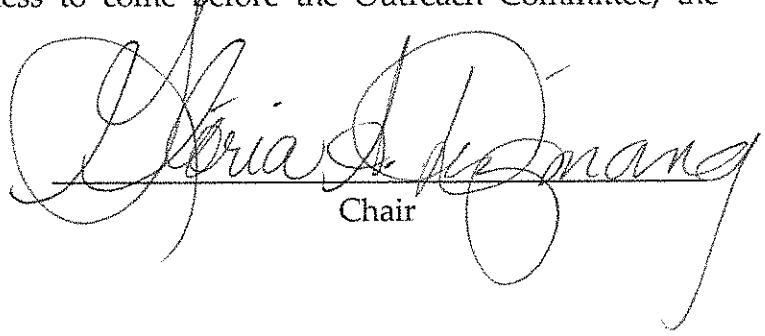
Chair Dizmang stated that "Discussion and possible action on presentations to Chamber of Commerce Board members" and "Discussion and possible action on editorial meeting with the Antelope Valley Press" will be placed on the next agenda.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held March 5, 2014 at 3:00 p.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned.



Chair