MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JANUARY 28, 2020:

A meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, January 28, 2020, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Wilson called the meeting to order at 3:03 p.m.

1) Roll Call.

Attendance:	**Others Present:**
Committee:	Dennis LaMoreaux, General Manager
Don Wilson, Chair	Adam Ly, Assistant General Manager
Robert Alvarado, Committee Member	Mike Williams, Finance Manager
	Judy Shay, Public Affairs Director
	Dawn Deans, Executive Assistant
	0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Alvarado, seconded by Chair Wilson, and unanimously carried by all members of the Committee present at the meeting to adopt the agenda, as written.

3) Public Comments.

There were no public comments.

4) Action Items: (The Public Shall Have an Opportunity to Comment on Any Action Item as Each Item is Considered by the Committee Prior to Action Being Taken.)

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held November 18, 2019.

It was moved by Committee Member Alvarado, seconded by Chair Wilson, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held November 18, 2019.

4.2) Discussion of Let's Talk H20! – Emergency Preparedness. (Public Affairs Director Shay).

Public Affairs Director Shay provided an overview of the upcoming Let's Talk H20! event scheduled for February 19, 2020 from 6 – 7 p.m. and stated that Assistant General Manager Ly will moderate with information on how the District has prepared for emergencies and how attendees can prepare for emergencies; that items for a mini emergency preparedness kit will be provided to those who have signed up, and this same kit will be provided to staff and Directors; and that due to the large number of registrants and wait list, two sessions will be held.

4.3) Discussion of Development of an Informational Handout for Customers Regarding Residential Water Use in the Event of an Emergency. (Public Affairs Director Shay)

Public Affairs Director Shay reviewed the draft informational handout regarding residential water use in the event of an emergency, and after a brief discussion of revisions, Public Affairs Director Shay stated that a final proof will be provided to the Committee prior to in-house printing.

4.4) Consideration and Possible Action on Outreach Activities for 2020. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay reviewed press releases to date, publications featuring the District's events, Coffee with Director Dino, the blood drive, spots on the Café con Leche Radio Show, attendance at the Palmdale and Hispanic Chamber of Commerce luncheons, participation in the San Gabriel Mountains Community Collaborative, ads for the Palmdale School District's Foundation Dinner on January 31 and for the Greater Antelope Valley Economic Alliance Roundtable Report, CV Strategies meetings regarding the logo and website for the Palmdale Recycled Water Authority, the update for the Crisis Communication Plan for the Public Affairs Department, which will be presented at the next Committee meeting, and "Your Dollars at Work" barricade signs notifying the public when work is being performed on the District's capital improvement projects.

Participation from other organizations in the San Gabriel Mountains Community Collaborative was then discussed.

b) Upcoming Events/2020 Plans.

She then stated that upcoming events include Let's Talk H20 on February 19; the Antelope Valley Board of Trade Business Outlook Conference on February 28; the District's third annual Water Ambassadors Academy on March 4, 11, 18, and 21, which will include an emergency preparedness component and speakers from the Department of Water Resources and the City of Palmdale; the Extreme Home Makeover Palmdale edition airs March 29; a groundbreaking ceremony for the Water Conservation and Education Garden in coordination with Earth Day in April; 400 water bottles to the Palmdale Chamber of Commerce Family Picnic on April 18 and the Homeless event on April 27; a tour with our new Congressperson in May or June; the A.V. Taco Festival on June 13; Coffee with a Director; and the Junior Water Ambassador's Academy in September.

4.5) Review 2019 Outreach Committee Goals and Establish 2020 Outreach Committee Goals.

The 2019 Outreach Committee Goals were reviewed, and it was determined that 2020 Outreach Committee Goals are as follows:

- As a regional organization, continue to ensure outside organizations within the District's boundaries are aware the District is available to offer water-related information and assistance.

- Provide continuing education on the District's water rate structure.

- Develop a brochure regarding water industry jobs and required classes and certifications for these jobs for presentation to Human Resources Departments of area high schools and community colleges in addition to continuing the Junior Water Ambassador Academy and school presentations, including the Water Conservation and Education Garden.

- Continue plans for educating the public on emergency preparedness.

- Review of Strategic Plan initiatives regarding outreach.

5) Information Items.

5.1) Status Report on Lobbying Efforts with Reeb Government Relations LLC. (Chair Wilson/Assistant General Manager Ly)

The Cost Sharing Agreement for Lobbying Services with Reeb Government Relations LLC was reviewed after which it was clarified that each of the participating agency's goals are being addressed and that the Agreement is for a period of one year and will be evaluated prior to its expiration followed by discussion of Reeb's Annual 2019 Report.

Chair Wilson then requested more frequent lobbying updates and a copy of the District's Lobbying Policy, and Committee Member Alvarado recommended attendance at Association of California Water Agencies' and California Special Districts Association's legislative update conferences and webinars.

5.2) Other.

Public Affairs Director Shay stated that the District is supporting the U.S. Census by posting flyers and with notices in newsletters; that the District has four entries in the upcoming California Association of Public Information Officials' annual awards program; and that information regarding using a water bill when applying for the California Department of Motor Vehicles Real I.D. has been posted on Facebook and will be included in the next issue of The Pipeline.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion of the Public Affairs Department's Crisis Communication Plan" will be placed on the next agenda.

There were no further requests for future agenda items.

7) Date of Next Committee Meeting.

It was determined that the next Outreach Committee meeting will be held February 25, 2020 at 3:30 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:15 p.m.

Chair