MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, OCTOBER 7, 2014:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, October 7, 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	Mike McNutt, PIO/Conservation Director
Joe Estes, Committee Member	Jim Stanton, Information Technology Manager
	Mike Williams, Finance Manager
	Linda Trevino, Water Conservation Aide
	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 September 8, 2014.

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 September 8, 2014, as written.

4.2) Review of October, 2014 Newsletter. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed the District's newly redesigned newsletter, The Pipeline, and stated that hard copies will be sent every other month with

water bills as well as through Constant Contact, and after a brief discussion, the Committee concurred with the design and content.

4.3) Discussion of the Development of a Customer Advisory Committee. (Chair Dizmang)

After a brief discussion of hosting Saturday informational meetings and of the development of a Customer Advisory Committee, staff was directed to research other agency's Customer Advisory Committees and the purpose of such a Committee and report at a future meeting.

4.4) Discussion of Spanish Translation of Critical Information. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed the need to translate certain District information into Spanish, and after a brief discussion of the District's publications, applications, and website, it was determined that PIO/Conservation Director McNutt schedule an editorial meeting with the Hispanic media and Chamber of Commerce to help expand the District's distribution of information to the Hispanic-speaking community.

5) Information Items.

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

Information Technology Manager Stanton stated that the new website went live October 2, minor revisions and updates continue, and staff training will be scheduled after which it was determined that the Board review the website during upcoming iPad training.

5.2) Status on Development of an Outreach Plan Based on the District's Strategic Plan. (General Manager LaMoreaux)

General Manager LaMoreaux stated that this item is in progress.

5.3) Discussion on Radio/Television Advertising to Include in the 2015 Budget. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt reviewed an upcoming radio advertisement, which will rotate from English to Spanish, and requested input on topics for other forms of advertising. After a brief discussion of several topics, PIO/Conservation Director McNutt distributed the A.V. Times publication and Facebook posting of the District's Rate Assistance Program press release and stated that he will obtain advertising quotes for potential inclusion in the 2015 budget.

5.4) Status on Video Production and District-Hosted Webinars. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that a meeting is scheduled with a videographer regarding video production and District-hosted webinars; that the A.V. Water Partners group, consisting of the District, Quartz Hill Water District, Los Angeles County Waterworks, Rosamond Community Services District, and advisor Neal Weisenberger, have expressed an interest in cost-sharing the production of informational videos; that the District's first joint webinar with the City of Toledo is scheduled for December 10 to discuss the drought; and that he and Information Technology Manager Stanton have reviewed the use of Web-X to host District webinars followed by discussion of the cost of Web-X.

5.5) Status on the District's Participation in the City of Palmdale's Channel 27 Programming. (PIO/Conservation Director McNutt)

PIO/Conservation Director McNutt stated that the District's participation in Channel 27 programming is in progress.

5.6) Other.

PIO/Conservation Director McNutt stated that the applications for the District's Rebate Programs, with the exception of the Cash for Grass Program, have been standardized to make the process easier for customers.

He then shared a commercial advertising the regional Landscaping for Water Conservation Expo scheduled for November 1, 2014 at the A.V. Fairgrounds, and after discussion of gray water use, it was requested that the City of Palmdale be invited to the Expo to explain their regulations regarding the use of gray water.

There were no additional information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion and possible action on hosting Saturday informational meetings" will be placed on the next agenda for consideration.

There were no further requests for future agenda items.

It was then stated that the next Outreach Committee meeting will be held November 4, 2014 at 10:30 a.m.

7) Adjournment.

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

Chair