

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MAY 12, 2021:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, May 12, 2021, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren called the meeting to order at 3:32 p.m.

1) Roll Call.

Attendance:

Committee:

Kathy Mac Laren-Gomez, Chair

Don Wilson, Committee Member

Others Present:

Dennis LaMoreaux, General Manager

Adam Ly, Assistant General 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 Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to adopt the agenda, as written.

3) Public Comments for Non-Agenda Items.

There were no public comments for non-agenda items.

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 April 14, 2021.

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held April 14, 2021, as written.

4.2) Discussion of the District's Response to the Drought. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)

Public Affairs Director Shay stated that the District's response to the drought is for customers to voluntarily reduce their water use and that communication with customers includes press releases, social media Water Wednesdays, bill messaging, radio ads, targeted digital ads for smart phones, message banners, distribution of hose nozzles with water saving messages, drive-through events, a water saving tips flyer with the next issue of The Pipeline, customer care messaging, phone recordings, frequently asked questions on water supply, and tik-tok videos.

4.3) Discussion of 2021 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay reviewed outreach events since the date of the last Committee meeting including press releases, articles in the Antelope Valley Press and ACWA News; a Café con Leche radio interview regarding water supply with Resource and Analytics Director Thompson II and Public Affairs Specialist Gallegos; a virtual Earth Day English and Spanish webinar; virtual Coffee-With-Director Wilson; an exploratory meeting regarding the Santa Clarita Chapter of the California Special Districts Association; interviews for the District's new website; PRWA website revisions; continued representation on the Board of Directors of the AVEDGE; Hazard Mitigation Plan outreach; the 2020 Consumer Confidence Report; and social media highlights followed by discussion of the election process for Directors of the AVEDGE.

b) Upcoming Events/2021 Plans.

She then stated that upcoming 2021 events include a virtual Let's Talk H2O! Hazard Mitigation Plan on May 19; Hazard Mitigation Plan survey from May 17 to May 27; and a virtual Coffee-With-Director Dizmang on May 25.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that communications continue with Reeb Government Relations LLC regarding the Governor's drought proclamation and the COVID Relief Fund of \$27 billion with a certain percentage available for special districts, but there has been very little information on SB222 and SB223 followed by discussion of the establishment of a statewide assistance program and water theft.

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

There were no requests for future agenda items.

7) **Date of Next Committee Meeting.**

It was stated that the next Outreach Committee meeting will be held July 14, 2021 at 3:30 p.m.

8) **Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:11 p.m.


Chair