

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE  
WATER DISTRICT, NOVEMBER 17, 2021:**

*A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, November 17, 2021, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 4:00 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

Claudia Bolanos, Resource & Analytics Spvsr.

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 October 20, 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 October 20, 2021, as written.

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

Resource & Analytics Supervisor Bolanos provided an overview of the District's response to the drought, including continuing meetings with the Antelope Valley Water Conservation Roundtable where ideas and plans on messaging, billboards, and radio ads are reviewed and stated that net water production is trending downward and is currently 17% lower than 2020.

Public Affairs Director Shay then stated that radio ads are being revised to gain more attention, and the winter edition of The Pipeline will focus on the drought and water conservation encouragement.

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

**a) Outreach Report.**

Public Affairs Director Shay stated that a written Outreach Report of upcoming events and 2021 plans through November 17, 2021, as well as preliminary plans for 2022, was included with the agenda packets if there are any questions and that as updates, additional articles were included in the A.V. Press and the California Special Districts Association (CSDA) Magazine, the local chapter for the CSDA is anticipated to be approved tomorrow with quarterly meetings starting in January, staff participated in The Great American Shake-out, Imagine-a-Day-Without-Water, and the Salute to Youth virtual event through the local high school district, promotional items were provided for the A.V. Chamber of Commerce's Day of the Dead event, a California Association of Public Information Officials (CAPIO) Conference was attended virtually, and work continues on the District's new website.

**b) Upcoming Events/2021 Plans.**

She then stated that upcoming events include the District's Water Wise Workshop regarding Winterizing Your Home scheduled for December 9, a Café con Leche interview with Director Merino on December 13, and the Water Conservation Garden Groundbreaking Ceremony anticipated for December 2021.

**c) Preliminary Plans for 2022.**

She then stated that preliminary plans and events for 2022 include Let's Talk H2O!, Special Districts Association of North Los Angeles County quarterly lunch meetings, the Water Conservation Garden ribbon-cutting, quarterly Water-wise Workshops, Coffee-with-a-Director events, continued conservation messaging and outreach, Customer Appreciation Day, the Water Ambassadors Academy and Junior Water Ambassadors Academy anticipated for April, and community outreach and publicity for the Water Augmentation Program.

**5) Reports.**

**5.1) Lobbying Activities. (Assistant General Manager Ly)**

Assistant General Manager Ly stated that there are no activities to report.

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

Committee Member Wilson requested more details be included in the next Outreach Report.

The timing for potential projects with United Water Conservation District was discussed.

There were no further requests for future agenda items.

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

It was stated that the next Outreach Committee meeting will be held January 19, 2022 at 4:00 p.m.

**8) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:24 p.m.

  
Chair