

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JUNE 22, 2022:**

*A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, June 22, 2022, 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:**

Adam Ly, Assistant General Manager  
Judy Shay, Public Affairs Director  
Claudia Bolanos, Resource & Analytics Spvsr.  
Danielle Henry, Management Analyst  
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 May 24, 2022.**

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 May 24, 2022, as written.

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

Public Affairs Director Shay stated that digital drought messaging ads are being sent within the District's zip code customer base; that mandatory water conservation flyers have been sent to all customers; and that social media posts continue.

Resource & Analytics Supervisor Bolanos then stated that Water Use Efficiency staff attended an event at Lockheed and distributed water saving gadgets to Lockheed staff and for their on-site gym and that since May 1, 405 water waste warning door-tags have been issued with no repeat offenders followed by discussion of restrictions on watering days, weather-based irrigation controllers, and efforts to promote the District's Rebate Programs.

**4.3) Discussion of 2022 Outreach Activities. (Public Affairs Director Shay)**

**a) Outreach Report.**

Public Affairs Director Shay stated that a written Outreach Report of current events through June 9, 2022 was included with the agenda packets if there are any questions and then updated the Report with additional press releases and articles in various print publications, discussion of water conservation requirements on the Café con Leche radio show, yesterday's California Special Districts Association Quarterly Membership Luncheon, the availability of the 2021 Consumer Confidence Report on July 1, and social media and digital advertising interactions.

**b) Upcoming Events/2022 Plans.**

She then stated that upcoming events include the City of Palmdale's National Night Out on July 26 and a joint Water-Wise Workshop with the City of Palmdale and County of Los Angeles regarding composting on August 2.

**5) Reports.**

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

Assistant General Manager Ly stated that SB1157 regarding the lowering of per capita water use from 50 to 42 gallons of water per person per day by 2030 has been revised; that the District has accepted the revisions; and that the District has taken an 'oppose unless amended' position on SB12 regarding temperature resistance for pipeline materials.

**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 28, 2022 at 4:00 p.m.

**8) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:25 p.m.

  
Chair