



# PALMDALE WATER DISTRICT

## A CENTURY OF SERVICE

### BOARD OF DIRECTORS

W. SCOTT KELLERMAN  
Division 1

DON WILSON  
Division 2

GLORIA DIZMANG  
Division 3

KATHY MAC LAREN-GOMEZ  
Division 4

VINCENT DINO  
Division 5

September 20, 2023

### AGENDA FOR A MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE Committee Members: Kathy Mac Laren-Gomez-Chair, Gloria Dizmang TUESDAY, SEPTEMBER 26, 2023 3:00 p.m.

DENNIS D. LaMOREAUX  
General Manager

ALESHIRE & WYNDER LLP  
Attorneys

**NOTE:** To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Danielle Henry at 661-947-4111 x1059 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale or on the District's website at <https://www.palmdalewater.org/governance/committee-activity/2023-committee-agendas-and-minutes/> (Government Code Section 54957.5). Please call Danielle Henry at 661-947-4111 x1059 for public review of materials.

**PUBLIC COMMENT GUIDELINES:** The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to conduct its meeting will not be permitted, and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll call.
- 2) Adoption of agenda.
- 3) 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 July 25, 2023.
- 4.2) Discussion of 2023 Outreach Activities. (Public Affairs Director Shay)
  - a) Outreach Report.
  - b) Upcoming Events/2023 Plans.
- 5) Reports.
  - 5.1) Water-Use Efficiency Activities. (Resource and Analytics Supervisor Bolanos)
  - 5.2) Lobbying Activities. (Assistant General Manager Ly)
- 6) Board Members' Requests for Future Agenda Items.
- 7) Date of Next Committee Meeting.
- 8) Adjournment.



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DENNIS D. LaMOREAUX,  
General Manager

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## **OUTREACH REPORT**

### **July 26 – Sept. 20, 2023**

#### **Press Releases:**

- Coffee with Director Mac Laren-Gomez set for Sept. 14 (Sept. 7)
- Learn How to Customize Your Yard at PWD's Water-Wise Workshop on Sept. 26 (Sept. 19)

#### **Print Publicity:**

- Hear About Testing of Water at PWD Event– *AV Press* (July 26)
- PWD Plans to Purify Recycled Water – *AV Press* “On the Horizon” special edition (July 28)
- Three photos of PWD staff featured in Membership Appreciation Month collage – *ACWA News* (Aug. 18)
- Mac Laren-Gomez Featured at PWD Coffee Event – *AV Press* (Sept. 8)

#### **Other:**

- Pure Water AV featured in QuenchCA website (July 24)
- Attended San Gabriel Mountains Community Collaborative Meeting (July 27)
- Half-page advertisement for Pure Water AV in *AV Press* “On the Horizon” special edition (July 28)
- Hosted Let's Talk H2O! Water Quality event at treatment plant (Aug. 3)
- Facilitated SDANLAC Board meetings (Aug. 9 & Sept. 20)
- Toured Assemblymember Carrillo and staff at LRD & treatment plant (Aug. 10)
- Connected Littlerock Creek Irrigation District with Littlerock park's reading program for water donation (Aug. 15)
- Donated 10 cases of water to AV Fair livestock participants (Aug. 15)
- Distributed fall edition of *The Pipeline* customer newsletter (Aug. 15)
- Café con Leche interview (Aug. 21)
- Hosted Strategic Water Resources Plan public meeting (Sept. 7)
- Submitted PWD info for DCA website (Sept. 12)
- Hosted Coffee with Director Mac Laren-Gomez (Sept. 14)
- Attended AV EDGE quarterly luncheon (Sept. 20)

(more)

**Social Media Highlights:**

38 posts on Facebook, Instagram and Twitter

- The post about the passing of sheriff Deputy Clinkunbroomer had the most engagement on all three platforms. Facebook had 2,200 engagements followed by Instagram at 2,000 and Twitter at 1,000.

Employee highlights, job recruitments, project news and RFPs on LinkedIn.

**Upcoming Events**

- One-day booth at AV Fair (Sept. 25)
- Water-Wise Workshop: Customize Your Yard (Sept 26)
- SDANLAC Membership Luncheon (Oct. 12)
- Jr. Water Ambassadors Academy (Oct. 19)
- Blood Drive (Oct. 31)
- Let's Talk H2O! Pure Water AV (Nov. 2)

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