

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JULY 25, 2023

A meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, July 25, 2023, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Mac Laren-Gomez called the meeting to order at 4:00 p.m.

1) Roll Call.

Attendance:

Committee:

Kathy Mac Laren-Gomez, Chair

Gloria Dizmang, Committee Member

Others Present:

Dennis LaMoreaux, General Manager

Judy Shay, Public Affairs Director

Dennis Hoffmeyer, Finance Manager

Claudia Bolanos, Resource and Analytics Spvsr.

Danielle Henry, Executive Assistant

Patricia Guerrero, Management Analyst

0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Dizmang, 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 June 27, 2023.

It was moved by Committee Member Dizmang, 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 June 27, 2023, as written.

4.2) Discussion of 2023 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay provided a detailed overview of the updated written Outreach Report of current events through July 25 including press releases, print publications, customer outreach, social media highlights, and participation in various events including Coffee with Director Dizmang, PWD's Customer Appreciation Day, District donations to Palmdale School District and Sole CommUNITY's Backpack Giveaways, and a meeting with Senator Wilk's Field Representative Jack Danielson and Intern Jowail Mobaraka regarding Pure Water AV including a brief tour of the District's main office building.

b) Upcoming Events/2023 Plans.

She then stated that upcoming events include National Night out on July 25; Let's Talk H2O!: Water Quality on August 3; a Café con Leche Radio Interview on August 21; a Strategic Water Resources Plan Public Meeting on September 7; and Coffee with Director Mac Laren-Gomez on September 14 followed by a brief discussion of the Pure Water AV Project being chosen as a webinar topic by Senator Wilk's Intern Jowail Mobaraka to be presented to the public in September.

4.3) Discussion and Possible Action on a Recommendation to Host a PWD Plant Sale. (Chair Mac Laren-Gomez/Public Affairs Director Shay)

Public Affairs Director Shay stated that staff discussed the December landscape workshop with the featured presenter, Mr. Kimball Goodman, and it was determined to postpone the workshop until March 16 to include a PWD plant sale with native seasonal plants.

Committee Member Dizmang then suggested that a presentation on weeds be provided followed by a brief discussion of featuring invasive plants at a future landscape workshop.

5) Reports.

5.1) Water-Use Efficiency Activities. (Resource and Analytics Supervisor Bolanos)

Resource and Analytics Supervisor Bolanos stated that several rebate applications were received during PWD's Customer Appreciation Day and staff is preparing a flyer featuring drought-tolerant native plants that qualify for the Water-Wise Landscape Conversion Program.

She then provided a brief overview of the Earth Day Water Superheroes Poster Contest and stated that 110 entries were received, and 16 awards were presented.

5.2) Lobbying Activities. (Assistant General Manager Ly)

General Manager LaMoreaux provided a brief update on water-related bills and stated that the next legislative report will include more activity as the legislative year concludes.

6) Board Members' Requests for Future Agenda Items.

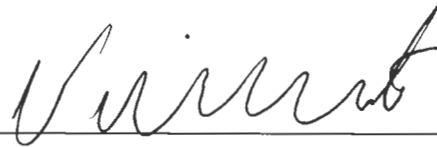
There were no requests for future agenda items.

7) Date of Next Committee Meeting.

It was determined that the next Outreach Committee meeting will be held September 26, 2023, at 3:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:27 p.m.



Chair