PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

CYNTHIA SANCHEZ
Division 3

KATHY MAC LAREN-GOMEZ
Division 4

VINCENT DINO
Division 5

DENNIS D. LaMOREAUX
General Manager

ALESHIRE & WYNDER LLP
Attorneys

January 22, 2025

AGENDA FOR A MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE

Committee Members: Vincent Dino-Chair, Cynthia Sanchez

TUESDAY, JANUARY 30, 2025
2:00 p.m.

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 November 26, 2024.

4.2) Discussion of 2025 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

b) Upcoming Events/2025 Plans.

4.3) Discussion on Participation in the Antelope Valley Chambers of Commerce 2025 Christmas Parade. (Director Dino)

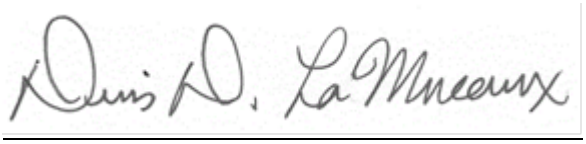
5) Reports.

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

6) Board Members' Requests for Future Agenda Items.

7) Date of Next Committee Meeting.

8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/pg

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OUTREACH REPORT
Nov. 26, 2024 – Jan. 21, 2025

Press Release:

- Three PWD Board Incumbents Begin Four-Year Terms after Being Sworn In (Dec. 10, 2024)

Print Publicity:

- Water Board Seeks Applicants for Open Seat – *AV Press* (Dec. 4, 2024)
- Public Affairs Director Judy Shay featured in Conference Comments – *ACWA News* (Dec. 20, 2024)
- Board Directors Kathy Mac Laren-Gomez, Scott Kellerman and Cynthia Sanchez starting their new terms highlighted in People News – *ACWA News* (Jan. 17)

Other:

- The Pipeline customer newsletter published and mailed (December 2024)
- ACWA Conference – Attend as member of Outreach Taskforce, Communications Committee & Scholarship Subcommittee (Dec. 3)
- ACWA Conference – GM Dennis LaMoreaux served as a panelist to discuss Pure Water AV (Dec. 4)
- Facilitated SDANLAC Executive Board meeting (Dec. 18)
- Attend AV EDGE Holiday Breakfast (Dec. 18)
- Create ad for Palmdale School District Foundation event (Dec. 19)
- Submit write-up and photos for AV EDGE 2025 Roundtable Report (Jan. 7, 2025)

(more)

Social Media Highlights:
34 posts on Facebook, Instagram and X (formerly Twitter)

- Across all three platforms, the most popular post was the video of water-dropping helicopters assisting with the fire in Acton during the wildfires. On Instagram, there were 135,000 engagements with more than 25,000 shares. The FB post reached 15,000 users, while X had 1,000 engagements.

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

Upcoming Events

- PWD Blood Drive – Feb. 13
- SDANLAC Membership Luncheon – Feb. 19

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