MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, NOVEMBER 26, 2024

A meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, November 26, 2024, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 2:00 p.m.

1) Roll Call.

Attendance:	**Others Present:**
Committee:	Dennis LaMoreaux, General Manager
Vincent Dino, Chair	Judy Shay, Public Affairs Director
Cynthia Sanchez,	Claudia Bolanos, Resource and Analytics Director
Committee Member	Dennis Hoffmeyer, Finance Manager
	Don Wilson, Committee Member Alternate
	Danielle Henry, Executive Assistant
	Patricia Guerrero, Management Analyst
	1 member of the public

2) Adoption of Agenda.

It was moved by Committee Member Sanchez, seconded by Chair Dino, 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 September 30, 2024.

It was moved by Committee Member Sanchez, seconded by Chair Dino, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held September 30, 2024, as written.

4.2) Discussion of 2024 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay provided a detailed overview of the written Outreach Report of current events through November 20 including press releases, customer outreach, social media highlights and participation at various events including the Water-Wise Workshop on Preparing Your Garden for Winter, two community workshop regarding the District's five-year revenue adjustments, and the Junior Water Ambassadors Academy and stated that staff received two PRism Awards from the Public Relations Society of America – L.A. Chapter; that staff received Certificates of Recognition from Assemblymembers Lackey and Carrillo during Water Professionals Appreciation Week; that staff created a video for the 50th Anniversary of the Safe Drinking Water Act; that staff participated in a holiday food drive and secured donations from Starbucks which was all delivered to SAVES; and that the announcement regarding the passing of former Director Dave Gomez acquired the most engagements on social media.

b) Upcoming Events/2024 Plans.

She then stated that upcoming events include the District's Holiday Toy Drive in December and a SDANLAC Membership Luncheon on February 19, 2025.

5) Reports.

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

Resource and Analytics Director Bolanos reported that staff conducted another classroom presentation reaching an additional 56 students; that the final presentation of the year is scheduled for next week; and that that approximately 1,000 students have been reached in total throughout 2024.

She provided a brief presentation on the "Water Cycle in a Bag" activity that was given to students during classroom presentations which visually demonstrates the water cycle and stated that the experiment has been well received and that students are sending staff pictures of their results from home.

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 January 30, 2025, at 2:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:11 p.m.

Chair