

## **MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JANUARY 30, 2025**

*A meeting of the Outreach Committee of the Palmdale Water District was held Thursday, January 30, 2025, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 2:00 p.m.*

### **1) Roll Call.**

#### **Attendance:**

Committee:

Vincent Dino, Chair  
Cynthia Sanchez,  
Committee Member

#### **Others Present:**

Scott Rogers, Assistant General Manager  
Judy Shay, Public Affairs Director  
Claudia Bolanos, Resource and Analytics Director  
Dennis Hoffmeyer, Finance Manager  
Don Wilson, Committee Member Alternate  
Danielle Henry, Executive Assistant  
Patricia Guerrero, Management Analyst

### **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 November 26, 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 November 26, 2024, as written.

**4.2) Discussion of 2025 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 January 30 including press releases, print publications, customer outreach, social media highlights and participation at various events including her attendance at the ACWA Conference as a member of the Outreach Taskforce, Communications Committee and the Scholarship Subcommittee and General Manager LaMoreaux serving as a panelist to discuss Pure Water AV at the conference; facilitating the Special Districts Association of North Los Angeles County (SDANLAC) Executive Board meeting; staff attendance at the AV EDGE Holiday Breakfast event; the PWD sponsorship ad for the Palmdale School District Foundation Dinner; and the write-up and photo submission for the AV EDGE 2025 Roundtable Report; and then stated that the social media post of the water-dropping helicopters at Lake Palmdale assisting with the Acton wildfire has received the most engagements on social media to date.

**b) Upcoming Events/2025 Plans.**

She then stated that upcoming events include PWD's Blood Drive on February 13, the SDANLAC Membership Luncheon on February 19, and that other upcoming events are listed in the 2025 Public Events handout.

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

After a brief discussion of the District's past participation, it was the consensus of the Committee to participate in this year's Christmas Parade and to include staff with choosing the theme for the float.

**5) Reports.**

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

After a brief discussion of the Committee's participation in the "Water Cycle in a Bag" Experiment, Resource and Analytics Director Bolanos provided a brief update on Water Use Efficiency (WUE) programs and stated that staff processed 15 water saving rebate applications; that one Water Wise Landscape Conversion was completed in January; that a report on the 2024 applications will be provided at the next Outreach Committee meeting; that staff will conduct an in-person classroom presentation next week, and that staff is preparing for the Annual Earth Day Poster Contest and Award Ceremony in April followed by an announcement that the Resource and Analytics Supervisor position has been filled.

Public Affairs Director Shay then provided a brief update on AB 259 regarding removal of the sunset date from AB 2449 to continue remote meeting participation; on AB 267 regarding the appropriation of the Greenhouse Gas Reduction Fund from the High-Speed Rail to water infrastructure wildfire prevention; and on AB 293 regarding the requirement for groundwater sustainability agencies to publish the membership of its Board of Directors on their website for transparency.

**6) Board Members' Requests for Future Agenda Items.**

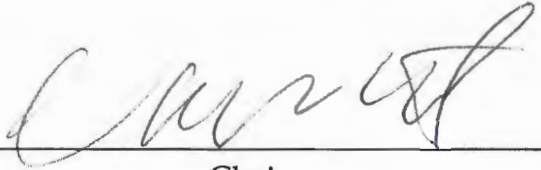
There were no requests for future agenda items.

**7) Date of Next Committee Meeting.**

After a brief discussion, it was determined that the next Outreach Committee meeting will be held February 26, 2025, at 3:00 p.m.

**8) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:18 p.m.

  
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Chair