



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

October 29, 2025

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

CYNTHIA SANCHEZ
Division 3

KATHY MAC LAREN-GOMEZ
Division 4

DEBBIE DINO
Division 5

**AGENDA FOR A MEETING
OF THE OUTREACH COMMITTEE
OF THE PALMDALE WATER DISTRICT
TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE**
Committee Members: Debbie Dino-Chair, Cynthia Sanchez

MONDAY, NOVEMBER 3, 2025
2:00 p.m.

DENNIS D. LaMOREAUX
General Manager

ALESHIRE & WYNDR 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/2025-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 April 9, 2025.
- 4.2) Discussion of 2025 Outreach Activities. (Public Affairs Director Shay)
 - a) Outreach Report.
 - b) Upcoming Events/2025 Plans.
- 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/tg

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, APRIL 9, 2025

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, April 9, 2025, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 10:00 a.m.

1) Roll Call.

Attendance:

Committee:

Vincent Dino, Chair
Cynthia Sanchez,
Committee Member

Others Present:

Dennis LaMoreaux, 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 January 30, 2025.

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 January 30, 2025, 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 April 2 including press releases, print publications, customer outreach, social media highlights and participation at various events including facilitating three Special Districts Association of North Los Angeles County (SDANLAC) Executive Board Meetings and a membership luncheon, the Spring Pipeline, a tour of the Water Treatment Plant for Senator Valladares and staff, participation in Read Across America at Golden Poppy Elementary, and a District-hosted blood drive with 35 participants which helped 75 people at Palmdale Regional Medical Center.

b) Upcoming Events/2025 Plans.

She then stated that upcoming events include the Water Ambassadors Academy on April 9, 16, 23, and 26 and the Water-Wise Workshop: Mastering Your Garden event on May 1.

5) Reports.

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

Resource and Analytics Director Bolanos provided a brief update on Water Use Efficiency (WUE) programs and stated that the decrease in customer applications is attributed to inflation and no longer being in a drought; that staff continues to provide water surveys and promote water conservation to customers; that staff has conducted 9 classroom presentations reaching 220 students; that staff participated in Career Day at the Palmdale Aerospace Academy; that several members of the Board will be judging the 2025 Earth Day Poster Contest on April 22; and that the upcoming Water-Wise Workshop will teach customers how to understand their water bill, check for leaks, review water saving tips, and provide information on WUE programs and rebates, and after a brief discussion of water leaks and customer outreach through social media, Public Affairs Director Shay added that PWD was the only booth that was invited to do a presentation at the Palmdale Aerospace Academy Career Fair.

5.2) Legislative/Lobbying Activities. (Public Affairs Director Shay)

Public Affairs Director Shay provided a brief update on AB 259 regarding removal of the sunset date from AB 2449 to continue remote meeting participation, on SB 496 regarding exemptions allowance for public agencies to extend the deadline for transitioning to zero-emission vehicles beyond 2035, and on SB 466 regarding the Chromium 6 MCL Compliance Safeguard Act which will provide some protection to water districts that do not meet the maximum contaminant level (MCL) guidelines.

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 of quarterly meetings moving forward, it was determined that the next Outreach Committee meeting will be held in July.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 10:21 a.m.

Chair



PALMDALE WATER DISTRICT
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OUTREACH REPORT

April 9 – October 29, 2025

Press Releases:

- Learn to Manage Your Water Use at PWD's Water-Wise Workshop on May 1 (April 22)
- New Public Member Director Appointed to PRWA Board (April 25))
- PWD Coffee with a Board Member Kicks off May 8 with Director Don Wilson (April 28)
- Palmdale Students Recognized by PWD Board for Creative Earth Day Posters (April 29)
- Annual Report Shows PWD's Water Quality Met All Drinking Water Standards (June 16)
- PWD Celebrates Start of Palmdale Ditch Pipeline Construction (June 26)
- PWD to Host Customer Appreciation Day on July 22 (July 10)
- Join Scott Kellerman at Coffee with a PWD Director on July 31 (July 15)
- PWD Mourns Passing of Board Director Vincent Dino (July 23)
- Learn About Your Water Quality & Tour PWD's Treatment Plant at *Let's Talk H2O!* on Aug. 14 (Aug. 5)
- PWD Board to Fill Vacant Division 5 Seat by Appointment; Applications Due by Sept. 1 (Aug. 13)
- Golden Mussel Veligers Detected in Lake Palmdale; PWD Preparing Monitoring & Control Plan (Aug. 13)
- Special Districts Association of North L.A. County Receives CSDA Chapter of the Year Award (Aug. 28)
- Debbie Dino Appointed by PWD Board to Fill Late Husband's Seat (Sept. 11)
- Board Member Sanchez to be Featured at Sept. 25 Coffee with a PWD Director (Sept. 16)
- *The Pipeline*, PWD's Bilingual Customer Newsletter, Wins PR Award (Oct. 14)

Print/Online Publicity:

- AWWA Water Champion – Scott Rogers – AWWA online newsletter (April 24)
- Water agency hires public member director – *AV Press* (April 26)

(more)

Print/Online Publicity continued

- PWD honors students in drawing contest – *AV Press* (April 30)
- President Kathy Mac Laren-Gomez featured in Comments on Conference – *ACWA News* (May 30)
- PWD customers can get info about quality of water – *AV Press* (June 20)
- Palmdale Ditch to be converted to pipeline – *AV Press* (June 27)
- *Let's Talk H2O! Water During Wildfires* featured in ACWA Spotlight – *ACWA News* (June 27)
- PWD board member Dino, 82, dies – *AV Press* (July 24)
- Water district plans Customer Appreciation Day – *AV Press* (July 16)
- PWD Director Kellerman joins coffee event – *AV Press* (July 19)
- Most Clicked: PWD Celebrates Start of Palmdale Ditch Pipeline Conversion – ACWA website (July 25 newsletter)
- Water district seeks applicants for vacant position on board – *AV Press* (Aug. 13)
- Local district hosting discussion about water – *AV Press* (Aug. 14)
- Mussels found in Lake Palmdale – *AV Press* (Aug. 16)
- PWD photos in Membership Appreciation collage – *ACWA News* (Aug. 22)
- North County special districts honored at Monterey event – *AV Press* (Aug. 29)
- Debbie Dino joining PWD board – *AV Press* (Sept. 17)
- PWD Appoints Dino to Board – *ACWA News* (Sept. 19)
- PWD's Sanchez guest in coffee event at Starbucks – *AV Press* (Sept. 23)
- PWD lands honor for newsletter – *AV Press* (Oct. 15)
- Ad in the Rotary Club annual Fiesta Days flyer (May)
- Two PWD ads and one story about the Palmdale Ditch Conversion in *On the Horizon* special section – *AV Press* (July)
- Ad in *Welcome* special section – *AV Press* (September)

Other:

- Graduated 15 at 7th annual Water Ambassadors Academy (April)
- Hosted Coffee with Director Wilson (May 8)
- Hosted booth with WUE staff at AVC Summer Block Party (May 15)
- AGM Scott Rogers presented PWAV at Cal/Nevada Section of AWWA (May 19)
- Toured legislator reps with AV State Water Contractors at water treatment plant (May 29)
- AGM Scott Rogers interviewed by CNBC about PWAV (June 2)
- Held Palmdale Ditch Conversion Groundbreaking (June 26)
- Held Customer Appreciation Day (July 22)

(more)

Other continued:

- Water donation to L.A. Care (Aug. 31)
- Attended Senator Valladares' open house, office displays two PWD history photos (Aug. 4)
- Hosted booth with WUE at National Night Out (Aug. 5)
- Toured City of Palmdale staff at Littlerock Dam (Aug. 6)
- Toured Congressman Whitesides at the Water Treatment Plant (Aug. 7)
- Received CSDA 2025 Chapter of the Year Award (Aug. 28)
- GM Dennis LaMoreaux interviewed by SFGate regarding Littlerock Dam (Sept. 3)
- Received Award of Achievement for *The Pipeline* newsletter from PRSA-LA (Oct. 9)
- Donated water to the Community Resource Fair (Oct. 16)
- Photoshoot with AGM Scott Rogers and Stantec (Oct. 20)
- Working on the float for AV Chambers Christmas parade
- Published and mailed summer and fall *The Pipeline* newsletters to customers
- Worked with Operations Department on the Consumer Confidence Report and sent to customers
- Sponsored AV ALTA soccer club
- Facilitated monthly Special Districts Association of North L.A. County Executive Board meetings as Chapter Administrator and held one membership luncheon.

Social Media Highlights:

115 posts on Facebook, Instagram and X (formerly Twitter)

- Across all three platforms, the most popular post was of Director Debbie Dino getting sworn in to office. On Instagram, there were 5,000 engagements. The FB post had 3,000 engagements, while X had 2,000.

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

Upcoming Events

- Jr. Water Ambassadors Academy (Nov. 6)
- SDANLAC Membership Luncheon (Nov. 13)
- Annual PWD Food Drive & Toy Drive

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