

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