

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, NOVEMBER 3, 2025

A meeting of the Outreach Committee of the Palmdale Water District was held Monday, November 3, 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:
Debbie Dino, Chair
Don Wilson, Committee Member
Member Alternate

Cynthia Sanchez,
Committee Member
--Absent

Others Present:

Dennis LaMoreaux, General Manager
Judy Shay, Public Affairs Director
Claudia Bolanos, Resource and Analytics Director
Danielle Henry, Executive Assistant
Trisha Guerrero, Management Analyst
1 member of the public

2) Adoption of Agenda.

It was moved by Alternate Committee Member Wilson, 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 April 9, 2025.

It was moved by Alternate Committee Member Wilson, 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 April 9, 2025, as written.

It was moved by Alternate Committee Member Wilson, 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 April 9, 2025, as written.

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

a) Outreach Report.

Public Affairs Director Shay provided an overview of the written Outreach Report for events through October 29, highlighting press releases, print publications, customer outreach, social media activity, and community participation including the Palmdale Ditch Conversion Project story in the ACWA newsletter; advertisements placed in the Rotary Club of Antelope Valley Annual Fiesta Day flyer and in two AV Press special sections; Water-Use Efficiency (WUE) booths at the AV College Summer Block Party and National Night Out; three Coffee with a Director events; the Palmdale Ditch Conversion Groundbreaking in June; Customer Appreciation Day in July; attendance at Senator Suzette Valladares' Open House; water donations to two nonprofit organizations; the District receiving the CSDA Chapter of the Year award; an SF Gate interview with General Manager LaMoreaux; the Public Affairs team receiving the PRSA-LA Award of Achievement for the PWD Pipeline Newsletter; a Stantec photoshoot featuring Assistant General Manager Rogers; sponsorship of AV Alta Soccer Club; and 115 social media posts with the post featuring Director Debbie Dino's Oath of Office receiving the highest engagement.

b) Upcoming Events/2025 Plans.

She then stated that the District has started collecting items for the Annual PWD Food and Toy Drives and that upcoming events include the Junior Water Ambassadors Academy on November 6, the Special Districts Association of North Los Angeles County (SDANLAC) Membership Luncheon on November 13, and the Christmas Parade on December 6.

5) Reports.

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

Resource and Analytics Director Bolanos provided an update on the Water-Use Efficiency (WUE) activities including school outreach totals of 630 students in 2023-24, over 1,100 students in 2024-25, and 680 students to date in 2025, with two upcoming presentations at the Palmdale Aerospace Academy reaching an additional 600 students, increased school participation in the Earth Day Poster Contest from 2024 to 2025, student engagements at the Palmdale Aerospace Academy Career Fair, attendance at the Salva Earth Day Celebration, and participants in the Mastering Your Water-Use Workshop and stated that WUE staff continue to hold pop-up events, with the next scheduled for March 2026, and welcomed Director participation.

She then reported a decrease in rebate applications, with 36 toilet and 15 washer rebates received in 2025 and noted that 17,000 square feet of turf have been removed and \$51,000 in rebates issued and stated that the WUE team has completed seven water surveys and that the water fountain between the NOB and Main Building will be converted into an employee memorial area.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

7) Date of Next Committee Meeting.

There was no date set for the next Outreach Committee meeting.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:20 p.m.



Debbie Pineda
Chair