

PALMDALE RECYCLED WATER AUTHORITY (PRWA)

HELD AT CITY OF PALMDALE

CITY HALL COUNCIL CHAMBERS

38300 SIERRA HIGHWAY, SUITE B

PALMDALE, CALIFORNIA

REGULAR MEETING AGENDA NO. 49

JUNE 17, 2019

7:00 P.M.

www.cityofpalmdale.org

www.palmdalewater.org

WELCOME

NOTE: Materials related to an item on this Agenda submitted to the Palmdale Recycled Water Authority Board of Directors, or after distribution of the agenda packet, are available for public inspection at the City of Palmdale City Hall, located at 38300 Sierra Highway, Suite A, Palmdale, California, and at the Palmdale Water District, 2029 East Avenue Q, Palmdale, California during normal business hours and will also be available at the meeting. Those items provided by others at the meeting will be available at City Hall during normal business hours.

A **three-minute time limit** will be imposed on all speakers other than staff members.

In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the City of Palmdale Office of the City Clerk at least 48 hours prior to the meeting.

Your courtesy is requested to help our meeting run smoothly. If you'll be kind enough to follow these simple rules, we can make the best possible use of your time and ours:

- Please refrain from public displays or outbursts such as unsolicited applause, comments, cheering, foul language, or obscenities.
- Any disruptive activities that substantially interfere with the ability of the Board of Directors to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Please turn off or mute your cell phones and mobile devices.

1. CALL TO ORDER.

2. PLEDGE OF ALLEGIANCE.

3. ROLL CALL: CHAIR JUAN CARRILLO, DIRECTORS VINCENT DINO, KATHY MAC LAREN, AUSTIN BISHOP AND HELEN VELADOR

4. CONSENT CALENDAR:

- 4.1 Approve the Minutes from the previous meeting held on May 20, 2019 (7pm). (Staff Reference: Authority Secretary Smith)

Call for Public Comments

Staff Recommendation: Move to approve Item 4.1. (Voice Vote - Requires a majority to approve.)

5. ACTION CALENDAR:

- 5.1 Discussion and possible action regarding information received from consultants. (Staff Reference: Executive Director LaMoreaux)

- Developing a brand, logo, mission statement, etcetera for the Palmdale Recycled Water Authority (PRWA).
- Public Outreach campaign before Phase II construction.
- Re-establishing a Palmdale Recycled Water Authority (PRWA) website.

Call for Public Comments

6. SPECIAL REPORT

- 6.1 Update and presentation on the Upper Amargosa Creek project. (Staff Reference: Executive Director LaMoreaux)

There is no staff report for this item

7. **NON-AGENDA ITEMS - PUBLIC COMMENTS:** This portion of the Agenda allows an individual the opportunity to address the Board of Directors on any subject regarding Palmdale Recycled Water Authority business. Under state legislation, no action can be taken on items not specifically referenced on the Agenda. **PLEASE NOTE: A three-minute time limit** will be imposed on each speaker other than staff members.
 8. **REQUESTS FOR NEW AGENDA ITEMS:**
 9. **INFORMATIONAL REPORT OF THE BOARD OF DIRECTORS, EXECUTIVE DIRECTOR, AND ASSISTANT EXECUTIVE DIRECTOR.**
 10. **ADJOURNMENT** to July 15, 2019 at 7:00 p.m. at the City of Palmdale City Hall Administration Training Room located at 38300 Sierra Highway, Suite A, Palmdale, California.
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Complete packets can be viewed at City Hall, located at 38300 Sierra Highway, Suite A, Palmdale, California; Palmdale Water District, 2029 East Avenue Q, Palmdale, California, and the Main Library, located at 700 East Palmdale Boulevard, Palmdale, California. You can also view the Agenda for the Palmdale Recycled Water Authority on the City's website at www.cityofpalmdale.org or the Palmdale Water District website at www.palmdalewater.org.

Thank you for attending your Palmdale Recycled Water Authority meeting. If you have any further questions, please contact the Secretary's Office at (661) 267-5151, Monday through Thursday, 7:30 a.m. to 6:00 p.m., closed every Friday.

PALMDALE RECYCLED WATER AUTHORITY BOARD MEMORANDUM

DATE: June 17, 2019
TO: BOARD OF DIRECTORS
FROM: Mr. Chuck Heffernan, Assistant Executive Director, PRWA
VIA: Mr. Dennis LaMoreaux, Executive Director, PRWA

RE: AGENDA ITEM NO. 5.1 – CONSULTANT PROPOSALS

Recommendation:

Board to provide direction to staff

Background:

At the last meeting, Board requested staff to bring back budget numbers from consultants regarding the following:

- Costs for developing PWRA brand, logo, etc.
- Public outreach campaign
- Website

With budget estimates for these items, the Board may direct staff to seek proposals from qualified consultants for evaluation and possible contracting. Staff has contacted two companies, IES and MBI Media, and the City's IT Department and our findings are as follows:

1. Design of a LOGO:

- IES will provide this service with the contract for Website design. Staff has to provide the preference.
- There are sites that staff can design logos for \$11/logo.
- MBI will provide this service with its contract.
- RMG Communications, JPW Communications & CV Strategies, firms with water experience, also may be contacted for their services.

2. Establishing a Website:

- City IT Department will provide this service - cost unknown.
- IES will provide this service for \$2,900 and \$79/month for three years. Total cost is approximately \$5,700.
- MBI will provide this with its contract.
- RMG Communications, JPW Communications & Tripepi Smith, firms with water experience, also may be contacted for their services.

3. Public Outreach:

- MBI will provide this service with its contract.
- RMG Communications, JPW Communications & CV Strategies, firms with water experience, also may be contacted for their services.

MBI Media will provide logo, branding and the website, and provide Public Outreach. They indicated the cost can range from \$20,000 to \$30,000, depending on our request of services.

Financial Impact:

No financial impact of this decision. Staff time of both PRWA member agencies will be utilized to secure and assess proposals.

Supporting Documents:

None

**THERE IS NO
STAFF REPORT
FOR THIS ITEM**