

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 22, 2020:

A meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, September 22, 2020, via teleconference. Chair Wilson called the meeting to order at 3:30 p.m.

1) Roll Call.

Attendance:

Committee:

Don Wilson, Chair

(via teleconf.)

Robert Alvarado, Committee

Member (via teleconf.)

Others Present:

Dennis LaMoreaux, General Manager (via teleconf.)

Adam Ly, Assistant General Manager (via teleconf.)

Mike Williams, Finance Manager (via teleconf.)

Judy Shay, Public Affairs Director (via teleconf.)

Dawn Deans, Executive Assistant (via teleconf.)

0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Alvarado, seconded by Chair Wilson, 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 February 25, 2020.

It was moved by Committee Member Alvarado, seconded by Chair Wilson, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held February 25, 2020, as written.

4.2) Consideration and Possible Action on District Membership in the California Foundation on the Environment and the Economy (CFEE). (\$21,000 or \$38,000 – Non-Budgeted – General Manager LaMoreaux)

General Manager LaMoreaux provided an overview of CFEE membership and the cost, and after discussion of the cost of membership options, of this item being non-budgeted, of Chair Wilson's request to further discuss membership benefits with Director Mac Laren, of discussing Committee agenda items with a third Director, of Committee Member Alvarado's recommendation to approve District membership at the \$21,000 rate, and of Chair Wilson's planned absence from the next Regular Board Meeting, it was determined that at the September 28, 2020 Regular Board Meeting, Committee Member Alvarado will state Chair Wilson's request to table this item to the October 12, 2020 Regular Board Meeting.

4.3) Consideration and Possible Action on Continuation of Cost Sharing Agreement for Lobbying Services at State Level. (\$21,000.00 – Budgeted – Assistant General Manager Ly)

Assistant General Manager Ly provided an overview of the Cost Sharing Agreement for Lobbying Services with Reeb Government Relations, LLC, and after a brief discussion of the benefit of this Agreement, it was moved by Committee Member Alvarado, seconded by Chair Wilson, and unanimously carried by all members of the Committee present at the meeting that the Committee concurs with staff's recommendation to continue the Cost Sharing Agreement for Lobbying Services at the State Level with Reeb Government Relations, LLC.

Assistant General Manager Ly then stated that a contract will be prepared and presented to the Committee for consideration after which Chair Wilson requested Reeb Government Relations, LLC provide quarterly and annual reports.

4.4) Review of Draft 2020 Strategic Plan Materials. (Public Affairs Director Shay)

Public Affairs Director Shay provided an overview of the 2020 Strategic Plan poster and brochure included in the agenda packet, and after a brief discussion, the Committee concurred with the design of the 2020 Strategic Plan Materials.

4.5) Discussion of Current and 2021 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay reviewed events and press releases from April 14, 2020 to date; articles printed in the Antelope Valley Press, ACWA News, the Palmdale Magazine, and The Pipeline; events, including a tour for Congressman Garcia and staff, a 102nd anniversary give-away, the completion of the Water Ambassador's Academy, virtual Coffee-with-a-Director events, the Café con Leche Radio Show, attendance at several virtual community meetings and staff participation at the Palmdale School District's food giveaways; the design of documents, including the 2020 Strategic Plan, the logo for the Palmdale Recycled Water Authority, the 2019 Consumer Confidence Report, letters to students, promotion of Infrastructure Week, and the District's Linked In page; various social media posts; and events remaining for 2020, including Imagine-a-Day-Without-Water, Water Professionals Week, and Coffee-with-the-GM.

b) Upcoming Events/2021 Plans.

She then stated that upcoming 2021 events assuming normal operations can resume include Let's Talk H2O for Water Quality, the Conservation Garden groundbreaking and ribbon-cutting ceremonies, American Indian Little League Opening Day, Coffee-with-a-Director, Earth Day, Inaugural meeting of CSDA's Antelope Valley/Santa Clarita local chapter, Littlerock Dam open recreation weekends, a booth at a Taco Festival, an anniversary event, a booth at the City of Palmdale's National Night Out, Littlerock Sediment Removal groundbreaking ceremony, a booth at Day of the Dead, STEM day, rebate highlights, the junior and adult Water Ambassador Academies, Drink Tap campaign, and Don't Flush Pills campaign.

Chair Wilson then requested a written report of events followed by discussion of a recent Antelope Valley Press article.

5) Reports.

5.1) Staff Manager Reports.

There were no additional information reports.

6) Board Members' Requests for Future Agenda Items.

General Manager LaMoreaux recommended "Reports: Lobbying Activities" be added to future agendas.

SEPTEMBER 22, 2020
OUTREACH
COMMITTEE MEETING

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 4:11 p.m.


Chair