

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, NOVEMBER 18, 2019:**

*A meeting of the Outreach Committee of the Palmdale Water District was held Monday, November 18, 2019, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Wilson called the meeting to order at 3:30 p.m.*

**1) Roll Call.**

**Attendance:**

Committee:

Don Wilson, Chair

Robert Alvarado, Committee  
Member

**Others Present:**

Dennis LaMoreaux, General Manager

Adam Ly, Assistant General Manager

Mike Williams, Finance Manager

Judy Shay, Public Affairs Director

Dawn Deans, Executive Assistant

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.**

There were no public comments.

**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 September 17, 2019.**

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 Regional Leadership and Outreach Committee meeting held September 17, 2019.

**4.2) Discussion of Developing an Informational Handout for Customers Regarding Residential Water Use in the Event of an Emergency. (Public Affairs Director Shay).**

After a brief discussion of a draft handout proposed by Director Dizmang on how to manage water in emergencies, staff was directed to prepare two flyers – one for managing water in emergencies and one on how to store and purify water for use in emergencies.

Coordinating efforts with other water agencies and organizations was then discussed.

**4.3) Discussion of 2019 Water Rate Plan Outreach. (Public Affairs Director Shay)**

Public Affairs Director Shay reviewed plans to promote the new water rates including billing statements, the Winter Pipeline newsletter, social media posts, handouts, the website, lobby screens, and the spring Water Ambassador's Academy.

She then stated that the Rate Assistance Program will be promoted in the City of Palmdale's magazine, how to calculate landscape areas will be promoted, free-standing signs for construction sites notifying the public their dollars are at work will be posted at job sites, and water rate funded projects will be presented, along with projects accomplished for the current year.

It was then recommended that the need for the rate increase due to previous Directors approving rates less than recommended and the cost to deliver water be clarified, and presentations regarding the water rates be offered to local service clubs and the Chambers of Commerce.

**4.4) Consideration and Possible Action on Outreach Activities for 2019. (Public Affairs Director Shay)**

**a) Outreach Report.**

Public Affairs Director Shay reviewed press releases to date, publications featuring the District's events, Coffee with Director Dizmang, Café con Leche Radio Show, Imagine a Day Without Water hosted at the District for 100 students,

participation in the Great American Shake-out with the City of Palmdale, participation in the San Gabriel Mountains Community Collaborative Event, water resources information presented to junior high teachers for presentation to their students, presentations to STEM for Girls for the high school district, a booth at the Day of the Dead event, Water Professionals Week was highlighted, and 450 bottles of water were donated to the Mental Health America Golden Bell event.

Director Alvarado then recommended staff work with the schools to promote District events in their school newsletters.

**b) Upcoming Events/2019 Plans.**

She then stated that upcoming events include Coffee with Director Dino on November 20, a December 11 tour of the Leslie O. Carter Water Treatment Plant for parents of Los Amigos Elementary School to address their concerns about water, and the District is now active on the NextDoor social media app.

**c) Recap – Greater A.V. Water Emergency Coalition. (Outreach Committee Goal)**

She then stated that the Greater A.V. Water Emergency Coalition was a great event, 80 - 90 were in attendance, 17 panelists participated, a lot of positive feedback has been received, the cost of \$11,387 will be divided among AVEK, Los Angeles County Waterworks, and the Cities of Palmdale and Lancaster with the District's share being \$2,847, which is under the \$5,000 budget, followed by discussion of participation from elected officials and opportunities for the public to receive notifications from the Los Angeles County Disaster Program.

**5) Information Items.**

**5.1) Other.**

General Manager LaMoreaux stated that a presentation on the status of the construction of the grade control structure at Littlerock Dam will be provided at a future Board meeting; that sediment can be removed next fall if construction is complete this winter; that the area could be available for recreation activities depending on Forest Service actions and funds available to make the area usable; and that District staff and

Forest Service staff are scheduled to meet with Congresswoman Chu to discuss the construction activities at Littlerock Dam, as the area is within her District.

Finance Manager Williams commended Public Affairs Director Shay on the District's outstanding public relations efforts for 2019.

There were no additional information items.

**6) Board Members' Requests for Future Agenda Items.**

It was determined that "Discussion of developing an Informational Handout for Customers Regarding Residential Water Use in the Event of an Emergency" will be placed on the next agenda.

There were no further requests for future agenda items.

**7) Date of Next Committee Meeting.**

It was determined that the next Outreach Committee meeting will be held in January.

**8) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:29 p.m.



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Chair