

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JULY 14, 2021:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, July 14, 2021, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 3:42 p.m.

1) Roll Call.

Attendance:

Committee:

Kathy Mac Laren-Gomez, Chair

Don Wilson, Committee Member

Others Present:

Dennis LaMoreaux, General Manager

Adam Ly, Assistant General 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 Wilson, seconded by Chair Mac Laren-Gomez, 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 May 12, 2021.

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held May 12, 2021, as written.

4.2) Discussion of the District's Response to the Drought. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)

Public Affairs Director Shay provided an overview of the District's response to the drought including Let's Talk H2O regarding water supply, announcing the enactment of Stage 1 of the Water Shortage Contingency Plan, social media Water Wednesdays, radio ads, message banners, distribution of hose nozzles with water saving messages, delivering a Water Saving Tips flyer with The Pipeline, FAQs on water supply, contributing Water Saving Tips flyers to the Palmdale School District for their backpack give-away, an A.V. Conservation Roundtable with other area water agencies, tik-tok videos, digital ads for smart phones, meetings with the City of Palmdale and Palmdale School District to help them reduce water use resulting in upcoming water conservation presentations to their Council and Trustees, July billing messages in English and Spanish, and water-saving bucket give-aways.

4.3) Discussion of 2021 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay reviewed outreach events since the date of the last Committee meeting including press releases; articles in the Antelope Valley Press, the CSDA Magazine, and CalMatters; Let's Talk H2O regarding the Hazard Mitigation Plan; virtual Coffee-With-Director Dizmang; a Café con Leche radio interview regarding water conservation with Resource and Analytics Supervisor Bolanos and Public Affairs Specialist Gallegos; Let's Talk H2O regarding water supply; a meeting regarding the formation of the Santa Clarita Chapter of the California Special Districts Association; creating the District's new website; completion of PRWA's website; completion of the 2020 Consumer Confidence Report; the mailing of a flyer to nearly 1,500 delinquent accounts announcing state assistance to pay rent and water bills; continued representation on the Board of Directors of the AVEDGE and the San Gabriel Mountains Collaborative; completion of the Hazard Mitigation Plan survey; drought messaging; the judging of a PIO annual awards competition; and social media highlights.

b) Upcoming Events/2021 Plans.

She then stated that upcoming 2021 events include Customer Appreciation Day on July 22; hosting a booth at the City of Palmdale's National Night Out on July 27; and a virtual Hazard Mitigation Plan public meeting on July 28 followed by discussion of a social media comparison indicating the District has more posts than most agencies.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that the focus has been with the Governor's budget trailer bill AB14A, and the District has submitted a form for funding followed by discussion of a Request for Proposals for federal lobbying and grant writing assistance for the District's recycled water project.

6) Board Members' Requests for Future Agenda Items.

General Manager LaMoreaux recommended an item be placed on the next agenda for "Consideration and possible action on a recommendation on resuming normal public Board meetings with no teleconferencing" followed by discussion of meeting requirements, which does not currently include special districts.

There were no requests for future agenda items.

7) Date of Next Committee Meeting.

It was stated that the next Outreach Committee meeting will be held August 4, 2021 at 4:30 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:14 p.m.


Chair