



**PALMDALE WATER DISTRICT**  
A CENTURY OF SERVICE

**BOARD OF DIRECTORS**

**W. SCOTT KELLERMAN**  
Division 1

**DON WILSON**  
Division 2

**CYNTHIA SANCHEZ**  
Division 3

**KATHY MAC LAREN-GOMEZ**  
Division 4

**VINCENT DINO**  
Division 5

May 22, 2024

**AGENDA FOR A MEETING  
OF THE OUTREACH COMMITTEE  
OF THE PALMDALE WATER DISTRICT  
TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE  
Committee Members: Vincent Dino-Chair, Cynthia Sanchez**

**THURSDAY, MAY 30, 2024  
10:00 a.m.**

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**DENNIS D. LaMOREAUX**  
General Manager

**ALESHIRE & WYNDER LLP**  
Attorneys

***NOTE:*** To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Danielle Henry at 661-947-4111 x1059 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale or on the District's website at <https://www.palmdalewater.org/governance/committee-activity/2023-committee-agendas-and-minutes/> (Government Code Section 54957.5). Please call Danielle Henry at 661-947-4111 x1059 for public review of materials.

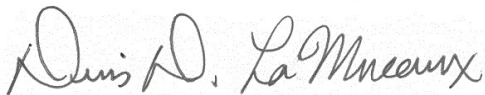
**PUBLIC COMMENT GUIDELINES:** The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to conduct its meeting will not be permitted, and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll call.
- 2) Adoption of agenda.
- 3) 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 March 18, 2024.
- 4.2) Consideration and Possible Action on Approval of Minutes of Meeting held May 2, 2024.
- 4.3) Discussion of 2024 Outreach Activities. (Public Affairs Director Shay)
  - a) Outreach Report.
  - b) Upcoming Events/2024 Plans.
- 5) Reports.
  - 5.1) Water-Use Efficiency Activities. (Resource and Analytics Supervisor Bolanos)
- 6) Board Members' Requests for Future Agenda Items.
- 7) Date of Next Committee Meeting.
- 8) Adjournment.



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DENNIS D. LaMOREAUX,  
General Manager

DDL/tg



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## **OUTREACH REPORT**

### **March 13-May 21, 2024**

#### **Press Releases:**

- Water Cycle Drawing Contest Winners Honored by PWD Board on Earth Day (April 23)
- Join PWD's Let's Talk Event on May 2 to Learn about This Year's Water Supply (April 30)

#### **Print Publicity:**

- PWD Appoints Sanchez to Fill Vacancy – *ACWA Newsletter* (March)
- PWD Addresses Status of coming year's water supply – *AV Press* (May 1)
- What's So Special (LRD 100<sup>th</sup> Anniversary) – *CSDA Magazine* (May/June)

#### **Other:**

- Hosted Water-Wise Workshop: Spring Bloom (March 14)
- Graduated 18 Water Ambassadors Academy participants (April 20)
- Hosted Let's Talk H2O! Water Supply (May 2)
- Virtual meeting with CSDA and Assemblymember Carrillo's Office (May 1)
- Presented at San Gabriel Valley CSDA chapter formation meeting (May 2)
- Booth at AV Resource Conservation District's plant sale (May 4)
- Supplied PWD branded water bottles to AV EDGE Spring Business Summit
- Donated 150 bottles of water to Mental Health LA (March 26)
- Donated 350 bottles to AV Fair (April 17)
- Facilitated SDANLAC (CSDA chapter) Board meetings (March 27 & April 29)
- Appointment to ACWA Outreach Task Force
- Video shoot with Three Leaves for new PWD videos
- Littlerock Dam's 100<sup>th</sup> anniversary planning
- Pure Water AV groundbreaking planning

(more)

**Social Media Highlights:**

49 posts on Facebook, Instagram and X (formerly Twitter)

- On FB, the post featuring Service Workers Dylan Doll and Tristan Deyoung working on a valve replacement had 2,200 engagements.
- A post showing Op-Tech Brian Toner finding a gopher snake at a well site had the most engagements on Instagram and X, 2,500 on both platforms.

Employee highlights, job recruitments, project news and RFPs posted on LinkedIn.

**Upcoming Events**

- Littlerock Dam's 100<sup>th</sup> anniversary celebration (June 1)
- AVC Summer Block Party (June 5)
- Coffee with Director Sanchez (June 13)
- Pure Water AV Groundbreaking (June 20)

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