

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MARCH 18, 2024

A meeting of the Outreach Committee of the Palmdale Water District was held Monday, March 18, 2024, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 10:30 a.m.

1) Roll Call.

Attendance:

Committee:
Vincent Dino, Chair
Cynthia Sanchez, Committee Member

Others Present:

Dennis LaMoreaux, General Manager
Adam Ly, Assistant General Manager
Judy Shay, Public Affairs Director
Joe Marcinko, Operations Manager
Claudia Bolanos, Resource and Analytics Spvsr.
Don Wilson, Committee Member Alternate
Danielle Henry, Executive Assistant
Patricia Guerrero, Management Analyst
0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Sanchez, seconded by Chair Dino, 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 July 25, 2023.

It was moved by Committee Member Sanchez, seconded by Chair Dino, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held July 25, 2023, as written.

4.2) Discussion of 2024 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay provided a detailed overview of the written Outreach Report of current events through March 12 including press releases, print publications, customer outreach, social media highlights, and participation in various events including filming with Three Leaves Media Production for new PWD videos, Coffee with Director Kellerman, and the February SDANLAC membership luncheon which brought the highest attendance, and then stated that the District's Public Affairs team won the CAPIO award and was featured in CSDA Magazine; that she's been appointed to a second term on the ACWA Communications Committee; and that the most clicked article on ACWA's website in January was regarding the resignation of former Director Dizmang.

b) Upcoming Events/2024 Plans.

She then stated that upcoming events include the Water Ambassadors Academy on April 3, 10, 17 & 20, Let's Talk H2O! 2024 Water Supply on May 2, Littlerock Dam's 100th anniversary celebration on June 1, and the Pure Water AV Demonstration Facility groundbreaking on June 18 followed by a brief discussion of Littlerock Dam's 100th anniversary celebration attendance.

5) Reports.

5.1) Water-Use Efficiency Activities. (Resource and Analytics Supervisor Bolanos)

Resource and Analytics Supervisor Bolanos reported that staff participated in three classroom presentations earlier this year and that additional presentations are scheduled this week; that the Water-Wise Workshop: Spring Bloom was held on March 14; and that staff is preparing a poster contest for Earth Day.

She then provided a presentation on the Water-Wise Landscape Conversion Program, including before and after photos of the landscape conversions and details of the reduced water usage and customer savings and then stated that 60 applications were received in 2023 of which 43 were completed totaling a conversion of 54,593 sq. ft. and \$84,507 awarded in rebates.

5.2) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that a copy of the 2024 Legislative Report has been distributed and then provided a brief legislative update on ACA 2 regarding the transfer of 3% of water in state revenues into the Water and Wildfire Resiliency Fund, on AB 1573 regarding updating the model landscape ordinance every 3 years, on AB 1820 regarding the requirement by local agencies to provide development fees within 10 business days, on AB 2257 regarding Prop 218 responses to timely submitted written objections, on SCA 7 regarding employees' right to organize and join a union, on SB 1210 regarding prohibiting a utility connection charge from exceeding 1% of the reported building permit value, on SB 1255 regarding requiring the State Water Board to develop a needs analysis of the public water systems on or before May 1, 2025, and on SB 1330 regarding urban water use objective variances.

He then stated that Reeb Government Relations is currently working on an updated report on bills relating to the District and suggested that the Committee Members meet with Mr. Reeb during the upcoming ACWA Spring Conference.

6) Board Members' Requests for Future Agenda Items.

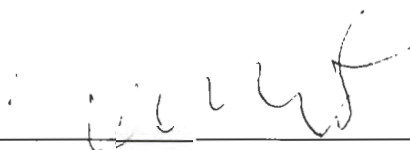
There were no requests for future agenda items.

7) Date of Next Committee Meeting.

It was determined that the next Outreach Committee meeting will be held April 15, 2024, at 10:30 a.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 10:53 a.m.



Chair