

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MAY 30, 2024**

*A meeting of the Outreach Committee of the Palmdale Water District was held Thursday, May 30, 2024, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 10:00 a.m.*

**1) Roll Call.**

**Attendance:**

Committee:  
Vincent Dino, Chair  
Cynthia Sanchez, Committee Member

**Others Present:**

Dennis LaMoreaux, General Manager  
Judy Shay, Public Affairs Director  
Dennis Hoffmeyer, Finance 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 March 18, 2024.**

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 March 18, 2024, as written.

**4.2) Consideration and Possible Action on Approval of Minutes of Meeting Held May 2, 2024.**

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 May 2, 2024, as written.

**4.3) 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 May 21 including press releases, print publications, customer outreach, social media highlights and participation in various events including the Let's Talk H2O! event, the Water-Wise Workshop: Spring Bloom, and the AV Resource Conservation District Plant Sale and stated that an article regarding the 100<sup>th</sup> Anniversary of Littlerock Dam was featured in the May/June issue of CSDA Magazine; that there were 18 graduates from the 2024 Water Ambassadors Academy including Director Sanchez; that she provided a presentation at the San Gabriel Valley CSDA Chapter Formation Meeting; that the District donated bottles of water to the AV Edge Spring Summit, Mental Health LA, and the AV Fair; that she facilitated the March 27 and April 29 CSDA Chapter Meetings; that she was appointed to the ACWA Outreach Task Force; that a video on the history of Littlerock Dam will be presented to the Board on June 10; and that staff remains busy planning the Littlerock Dam 100<sup>th</sup> Anniversary event and the Pure Water AV groundbreaking.

**b) Upcoming Events/2024 Plans.**

She then stated that upcoming events include the Littlerock Dam's 100<sup>th</sup> Anniversary Celebration on June 1, the AVC Summer Block Party on June 5, Coffee with Director Sanchez on June 13, the Pure Water AV Demonstration Facility groundbreaking on June 20, and Let's Talk H2O: Water Quality on August 1 at the Water Treatment Plant.

**5) Reports.**

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

Resource and Analytics Supervisor Bolanos reported that staff participated in 10 in-classroom presentations reaching 457 students during the 2023/2024 school year; that school participation has doubled since the pandemic; that 203 entries were received for the 2024 Earth Day Poster Contest; and that students and teachers are becoming more involved in PWD programs.

She then stated that there has been a decrease in the Water-Wise Landscape Program applications due to the drought ending followed by a brief discussion on rebate applications and school outreach.

**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 June 27, 2024, at 10:00 a.m.

**8) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 10:14 a.m.

  
\_\_\_\_\_  
Chair