

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

A meeting of the Outreach Committee of the Palmdale Water District was held Monday, September 30, 2024, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 2:00 p.m.

1) Roll Call.

Attendance:

Committee:
Vincent Dino, Chair
Cynthia Sanchez, Committee Member

Others Present:

Dennis LaMoreaux, General Manager
Scott Rogers, Assistant General Manager
Judy Shay, Public Affairs Director
Don Wilson, Committee Member Alternate
Maria Avelar, Water Use Efficiency Spec. I
Danielle Henry, Executive Assistant
Patricia Guerrero, Management Analyst
1 member 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 24, 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 July 24, 2024, 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 September 30 including press releases, print publications, customer outreach, social media highlights and participation at various events including meetings with representatives from Congressman Garcia's office and Burbank Water and Power staff regarding Pure Water AV (PWAV), staff participation in the Help for Heroes Softball Tournament, a presentation on the PWAV groundbreaking to the ACWA Communications Committee, and PWAV message trainings for staff with Katz & Associates and then stated that Littlerock Dam's 100th Anniversary photos are now on display at the AV Rural Museum and that she was named to the ACWA Huell Howser Excellence in Communication Selection Committee.

b) Upcoming Events/2024 Plans.

She then stated that upcoming events include the SDANLAC Membership Luncheon on October 2, a virtual Rate Study Workshop on October 7, the Jr. Water Ambassadors Academy on October 9, a Water-Wise Workshop on Preparing Your Garden for Winter on October 10, and an open house Rate Study Workshop on October 23 with Spanish translation available for customers.

She then stated that Proposition 218 Rate Study Notices and Fact Sheets were mailed to all property owners and residents in the District on September 17 and that staff received requests for the Spanish version from several customers followed by a brief discussion of public feedback regarding the 2024 Water Rate Study.

5) Reports.

5.1) Water-Use Efficiency Activities. (Water Use Efficiency Specialist I Rosati)

Water Use Efficiency Specialist I Avelar reported that staff participated in the National Night Out on August 5; that staff distributed flyers for the upcoming Water-Wise Workshop: Preparing Your Garden for Winter on October 10 with guest speaker Derek Winkel from AV Resource Conservation District and for the launching of the 2024-2025 Water Awareness Education Program; and that the WUE team has currently

visited 2 schools and presented to 4 classrooms reaching approx. 110 students and 4 teachers with 2 more presentations scheduled in October.

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 November 26, 2024, at 2:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:13 p.m.


Chair