

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, OCTOBER 20, 2021:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, October 20, 2021, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 4:00 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

Dennis Hoffmeyer, Finance Manager

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 September 15, 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 September 15, 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 radio ads, Water Wednesdays on social media, banners throughout the community, and the Antelope Valley Water Conservation Roundtable is scheduled to meet next week to discuss if additional measures are needed.

General Manager LaMoreaux then informed the Committee that the District's request for water use reductions is voluntary and that Resource and Analytics Director Thompson II will update the Board on the District's current water status, potential course for 2022, and possible mandatory water conservation measures.

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

a) Outreach Report.

Public Affairs Director Shay stated that a written Outreach Report of upcoming events and 2021 plans through October 13, 2021 was included with the agenda packets if there are any questions and that as updates, an additional press release was issued, additional articles were included in the A.V. Press and the ACWA News, the local chapter formation meeting for the CSDA was held, the virtual AVEDGE Forum was attended by staff, staff participated in a charity softball tournament, a Café Con Leche radio interview regarding the drought was held, updates for the new website continue, the District is receiving an award for its Let's Talk H2O series from the Public Relations Society of America (PRSA), there were 28 social media posts, and Public Affairs Specialist Gallego's last day with the District is October 21.

b) Upcoming Events/2021 Plans.

She then stated that the District is partnering with a local elementary school to promote Imagine a Day Without Water on October 21, November 4 is Salute to Youth through the local high school district, the District will provide promotional items to the A.V. Chamber of Commerce's Day of the Dead event, and December 9 is the District's Water Wise Workshop regarding Winterizing Your Home.

Chair Mac Laren-Gomez then stated that the Palmdale Sheriff's Boosters requested the District partner with their outreach efforts regarding safe driving and

preventing domestic violence incidents after which General Manager LaMoreaux stated that these items will be discussed with Palmdale Sheriff staff at the meeting scheduled for next week followed by discussion of the City's COVID-19 conference calls.

4.4) Discussion of Outreach for the District's Commercial Water Conservation Rebate Programs. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)

Public Affairs Director Shay stated that the District's Water Use Efficiency team sent applications for the District's Commercial Water Conservation Rebate Programs to the City of Palmdale, Palmdale School District, the Antelope Valley Union High School District, Lockheed Martin, and other high water users and that a press release and social media posts will be made to inform the public about this rebate opportunity.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that state funding for water bill arrearages covers through June 15, 2021 and that the Public Water Agencies Group's (PWAG) attorney sent letters on behalf of the PWAG group requesting support to change the June 15, 2021 date to December 31, 2021.

6) Board Members' Requests for Future Agenda Items.

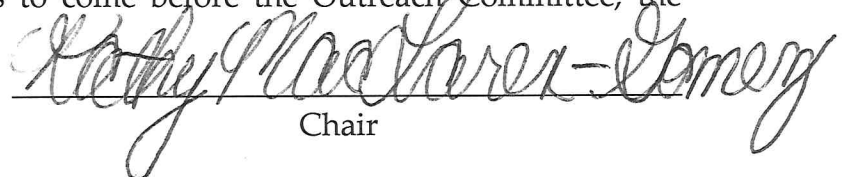
There were no further requests for future agenda items.

7) Date of Next Committee Meeting.

It was stated that the next Outreach Committee meeting will be held November 17, 2021 at 4:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:22 p.m.


Chair