

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MARCH 16, 2022:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, March 16, 2022, 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
Claudia Bolanos, Resource & Analytics Spvsr.
Michelle Trejo, Public Affairs Specialist
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 February 16, 2022.

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 February 16, 2022, as written.

4.2) Discussion of the District's Response to the Drought. (Public Affairs Director Shay/Resource & Analytics Supervisor Bolanos)

Public Affairs Director Shay stated that staff continues with drought messaging in the recently published Pipeline outlining possible mandatory guidelines, the upcoming Let's Talk H2O! event at Palmdale Lake, continued posts on all social media, and potential targeted digital ads.

Resource & Analytics Supervisor Bolanos then stated that the Antelope Valley Water Conservation Roundtable meeting is scheduled for March 29 to discuss future drought outreach, Ag Day at the Antelope Valley Fair is not yet confirmed, staff is preparing for possible mandatory stage 2 water restrictions, and staff will be developing the water class as approved by the Board of Directors.

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

a) Outreach Report.

Public Affairs Director Shay then stated that a written Outreach Report of current events through March 9, 2022 was included with the agenda packets if there are any questions and then updated the Report including press releases, articles in various print publications, and increased social media interactions.

b) Upcoming Events/2022 Plans.

She then stated that upcoming events include the Let's Talk H2O 'Water Supply' on March 24 at 10:00 a.m., the Special Districts Association of North Los Angeles County quarterly lunch meeting on March 31 at the Antelope Valley Fairgrounds with a speaker from the Department of Water Resources, the Water-Wise Workshop 'Gardening in the High Desert' on April 5, the Jr. Water Ambassadors Academy on April 7 at the Leslie O. Carter Water Treatment Plant, and the 4th Annual Water Ambassadors Academy on April 13, 20, 27, and 30.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that CSDA is requesting an oppose position on Initiative 21-0042A1 regarding limits on raising revenue for government services and that staff has requested additional information on this Initiative before taking a position.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

7) Date of Next Committee Meeting.

It was stated that the next Outreach Committee meeting will be held April 20, 2022 at 3:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:14 p.m.


Chair