

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MAY 24, 2022:

A meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, May 24, 2022, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 3:19 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.
Scott Kellerman, PWD Director
Danielle Henry, Management Analyst
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 April 20, 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 April 20, 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 digital drought messaging ads have started within the District's zip codes; that the May 26 Let's Talk H2O event will focus on mandatory water conservation; that a billing insert will be sent in June detailing watering restrictions; that watering days and hours are printed on billing envelopes; and that social media reactions and shares regarding watering days have been mostly positive.

Resource & Analytics Supervisor Bolanos then stated that enforcement of watering restrictions began May 1; that 155 warnings have been issued with no repeat offenders; that more requests for information on the Water Wise Landscape Conversion and Rebate Programs have been received; and that staff continues to provide additional support to the schools and to the City of Palmdale for reducing water use.

4.3) Discussion of 2022 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay stated that a written Outreach Report of current events through May 17, 2022 was included with the agenda packets if there are any questions and then updated the Report with additional press releases and articles in various print publications, the 15 community members who graduated from the 4th annual Water Ambassadors Academy, and social media interactions.

b) Upcoming Events/2022 Plans.

She then stated that upcoming events include the May 24 presentation by General Manager LaMoreaux and Assistant General Manager Ly at the A.V. Community Emergency Response Team's meeting, Let's Talk H2O on May 26, Coffee-with-Director Dino on June 1, a booth at Antelope Valley College's Block Party on June 8 at the Palmdale campus, and the CSDA Membership Chapter Luncheon on June 22.

4.4) Discussion of Board Engagement Level. (Chair Mac Laren-Gomez)

Various methods for increasing the Board's level of engagement were discussed including outreach to the City of Palmdale's Neighborhood Watch groups regarding

the drought, Director coffees, and Directors becoming more involved in upcoming events to communicate with customers.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that a recent legislative update report was distributed to the Board and that the District has taken the position of oppose unless amended on SB1157 regarding the lowering of per capita water use from 50 to 42 by 2030 as negotiations with the various stakeholders on how to ramp down water use is needed.

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 June 22, 2022 at 4:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 3:40 p.m.


Chair