

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, JULY 28, 2022:

A meeting of the Outreach Committee of the Palmdale Water District was held Thursday, July 28, 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 Spvsvr.

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 June 22, 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 June 22, 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 sent within the District's zip code customer base, social media posts, envelope snipes, and messages to customers in The Pipeline are continuing.

Resource & Analytics Supervisor Bolanos then stated that Water Use Efficiency staff have issued 650 water waste warning door-tags, seven \$50 fines have been issued, the on-line water class is available for waiver of the fines, and lawn signs have been ordered for display by the Palmdale School District, the City of Palmdale, and the Antelope Valley Union High School District followed by discussion of the District's participation in the recent National Night Out event and Aquadog participating in public events and at the schools.

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 July 28, 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, participation in the recent National Night Out and with other organizations, social media posts, and digital advertising interactions.

b) Upcoming Events/2022 Plans.

She then stated that upcoming events include the joint Water-Wise Workshop with the City of Palmdale and County of Los Angeles regarding composting on August 2 followed by discussion of digital advertising.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that the District's Lobbyist is working on revisions to SB1157 regarding lowering per capita water use from 50 to 42 gallons of

water per person per day by 2030 and that ACWA is providing assistance on revisions to SB222 regarding low income assistance.

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 September 22, 2022 at 1:00 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