

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, SEPTEMBER 15, 2022:

A meeting of the Outreach Committee of the Palmdale Water District was held Thursday, September 15, 2022, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 1:00 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

Scott Rogers, Engineering Manager

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 July 28, 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 July 28, 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 Water Use Efficiency staff have issued 1,042 water waste warning door-tags, twenty one \$50 fines have been issued, the on-line water class is available for waiver of the fines but no classes have been taken, 85 lawn signs have been distributed to the Palmdale School District, the City of Palmdale, and the Antelope Valley Union High School District, and water waste patrol may increase in October.

She then stated that the upcoming Fall Pipeline includes continued conservation information, digital drought messaging has concluded, and staff continues to use social media for drought publicity.

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

a) Outreach Report.

Public Affairs Director Shay provided an overview of the written Outreach Report of current events through September 7 including the featured publication of Littlerock Dam in the Antelope Valley Welcome Home edition, the District's new Well No. 36 featured in the ACWA News August edition, the Café con Leche interview with General Manager LaMoreaux, social media highlights, and digital advertising interactions.

b) Upcoming Events/2022 Plans.

She then stated that upcoming events include a Water-Wise Workshop on November 9 regarding healthy trees and plants in the winter.

4.4) Consideration and possible action on a recommendation for the selection of a Pure Water AV logo. (Assistant General Manager Ly/Public Affairs Director Shay)

Public Affairs Director Shay stated that the recommended Pure Water AV logo was e-mailed to Directors and then provided a detailed overview of the logo design.

Engineering Manager Rogers then stated that the name Pure Water Antelope Valley (AV) was chosen for the opportunity of regional participation, and after a brief discussion of potential participants, resources, and future water banking, 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 recommend the Pure Water AV logo to the full Board for consideration.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that AB2449 regarding Brown Act amendments for teleconferencing provisions has been signed into law and Board Room equipment upgrades will be necessary to accommodate for the requirement of two-way video conferencing capabilities and then provided legislative updates on AB2647 regarding agenda postings, SB1100 regarding public disruption during meetings, SB1157 regarding lowering per capita water use from 50 to 42 gallons of water per person per day by 2030, and 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.

After a brief discussion, it was determined that the next Outreach Committee meeting will be held October 19, 2022 at 1:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 1:29 p.m.


Chair