

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, OCTOBER 19, 2022:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, October 19, 2022, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 4:03 p.m.

1) Roll Call.

Attendance:

Committee:

Kathy Mac Laren-Gomez, Chair
Don Wilson, Committee Member

Others Present:

Adam Ly, Assistant General Manager
Dennis Hoffmeyer, Finance Manager
Judy Shay, Public Affairs Director
Claudia Bolanos, Resource and Analytics Spvsr.
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, 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 September 15, 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 all publicity continues regarding the drought and that the drought message on envelope snipes has been changed to a winter message.

Resource and Analytics Supervisor Bolanos then stated that as of October 18, Water Use Efficiency staff have issued 1,309 water waste warning door-tags; that 31 resulted in a fine; that policing for water waste will continue on Tuesdays and Thursdays; that customers have achieved close to a 20% reduction in water use; and that the City of Palmdale has done well on reducing water use, and their logo has been added to conservation lawn signs after which Chair Mac Laren-Gomez recommended awards for the highest water use reduction.

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

a) Outreach Report.

Public Affairs Director Shay stated that the District received one of the top PRISM awards from the Public Relations Society of America Los Angeles Chapter for the Luv Our H2O campaign and then provided an overview of the written Outreach Report of current events through October 19 including press releases, A.V. Press articles, a story in the Palmdale Magazine, a feature in the ACWA News for Water Professionals Week, attendance at the AVEDGE quarterly luncheon, manned a water conservation booth at the Antelope Valley Fair with Los Angeles County, donated water for a community event, participating in ACWA/JPIA Leadership Essentials for the Water Industry Training Program, attended a Café con Leche radio interview, attended a CSDA Chapter meeting, conducted an Imagine-a-Day-Without-Water essay contest with the winner anticipated to share their essay at a future Board meeting, and social media highlights.

b) Upcoming Events/2022 Plans.

She then stated that upcoming events include the Junior Water Ambassador's Academy on November 9 with fifteen students expected to participate and a Water-Wise Workshop also on November 9 regarding healthy trees and plants in the winter

followed by discussion of customer participation with the District's Water Waste Hotline.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that he has no report this month as the Legislature was not in session; that the District's Lobbyist, Reeb Government Relations, has agreed to call in to the next Outreach Committee meeting and provide a report on expectations for 2023; and that their year-end written summary report will be provided to all Directors.

Providing identification signs for plants at the Antelope Valley Fair's conservation area was discussed.

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 November 16, 2022 at 10:00 a.m.

8) Adjournment.

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


Chair