

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

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, November 16, 2022, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 10:00 a.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 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 October 19, 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 October 19, 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.

Resource and Analytics Supervisor Bolanos then stated that as of November 15, Water Use Efficiency staff have issued 1,415 water waste warning door-tags; that 37 resulted in a fine; that one fine was waived as the District's Water Conservation Class was attended; and that other rebates are being researched.

Providing education to commercial property owners and property management companies was then discussed.

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 November 16 including press releases, A.V. Press articles and a water conservation ad in the Welcome Edition, hosting the Imagine-a-Day-Without-Water essay contest, the Junior Water Ambassador's Academy, the Water-Wise Workshop, envelope snipes with a winter watering message, and social media highlights.

Hosting an additional Junior Water Ambassador Academy, other agencies hosting an Academy, and participation in the AVEDGE were then discussed.

b) Upcoming Events/2022 Plans.

She then stated that no events are scheduled through the end of 2022 and that 2023 plans will be presented at the next Committee Meeting.

5) Reports.

5.1) Lobbying Activities. (Bob Reeb, Reeb Government Relations/Assistant General Manager Ly)

Mr. Bob Reeb, Reeb Government Relations, provided a brief history of their joint lobbying efforts for the District and other agencies and then gave a brief overview of SB1157 regarding the reduction of residential indoor water use standards and SB222 regarding low income rate assistance followed by discussion of green hydrogen and water use for these projects, desalination projects and nuclear power generation, Pure Water projects, election results, and a resources bond on a future ballot.

He then stated that he looks forward to meeting District representatives at the upcoming ACWA Conference.

Assistant General Manager Ly then stated that he will continue to forward legislative reports to the Board and will have Mr. Reeb continue to provide periodic updates to the Committee.

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 December 21, 2022 at 10:00 a.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 10:55 a.m.


Chair