

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, DECEMBER 21, 2022:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, December 21, 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

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 November 16, 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 November 16, 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 messaging on billing envelopes has been updated regarding watering days and that the winter edition of The Pipeline has been sent.

Resource and Analytics Supervisor Bolanos then stated that as of December 20, Water Use Efficiency staff have issued 1,548 water waste warning door-tags; that 43 resulted in a fine; that a few more people have attended the District's Water Conservation Class to waive their fine; and that staff continues monthly reporting to the school districts and the City of Palmdale to assist in their reduced water use efforts.

4.3) Discussion of 2022 and 2023 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay stated that as an update to her written Outreach Report included with the agenda packets, there have been 22 social media posts with the highlights being the job postings for the Engineer and Management Analyst positions, the toy drive, and food donations.

b) Upcoming Events/2022-2023 Plans.

She then stated that the first event planned for 2023 is the CSDA Quarterly Chapter Luncheon on January 25 in Santa Clarita and that she will provide the 2023 Outreach Plan with monthly events to the Committee.

4.4) Discussion of Lobbying Efforts on Behalf of the District. (Assistant General Manager Ly)

The lobbying efforts currently provided by Reeb Government Relations (Reeb) on behalf of the District and several other agencies was reviewed.

A separate contract between Reeb and the District to provide assistance on funding options for the Pure Water AV Project and joint projects with United Water

Conservation District was then discussed, and the Committee concurred with Reeb providing a proposal for this work for consideration by the Committee and the Board.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that a new legislative session is starting, and there is no report on this item.

6) Board Members' Requests for Future Agenda Items.

Chair Mac Laren-Gomez requested a future agenda item for "Discussion of options from the Building Trades for assistance with District projects."

There were no further 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 January 18, 2023 at 10:00 a.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 10:17 a.m.


Chair