



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

GLORIA DIZMANG
Division 3

KATHY MAC LAREN-GOMEZ
Division 4

VINCENT DINO
Division 5

May 17, 2023

AGENDA FOR A MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE Committee Members: Kathy Mac Laren-Gomez-Chair, Gloria Dizmang

**TUESDAY, May 23, 2023
3:00 p.m.**

DENNIS D. LaMOREAUX
General Manager

ALESHIRE & WYNDER LLP
Attorneys

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Danielle Henry at 661-947-4111 x1059 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale (Government Code Section 54957.5). Please call Danielle Henry at 661-947-4111 x1059 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted, and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll call.
- 2) Adoption of agenda.
- 3) 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 April 25, 2023.
- 4.2) Discussion of 2023 outreach activities. (Public Affairs Director Shay)
 - a) Outreach report.
 - b) Upcoming events/2023 plans.
- 5) Reports.
 - 5.1) May 17, 2023 Sacramento Legislator meetings. (Committee Member Dizmang)
 - 5.2) Lobbying activities. (Assistant General Manager Ly)
- 6) Board members' requests for future agenda items.
- 7) Date of next Committee meeting.
- 8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dh



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OUTREACH REPORT

April 26 – May 17, 2023

Press Release:

- PWD Awarded \$5 Million Grant to Convert Palmdale Ditch & Reduce Water Loss (April 26)

Print Publicity:

- Grant Will Convert Ditch from 1880s – *AV Press* (April 29)
- PWD First in State to Use New Treatment Tech – *ACWA Newsletter* (April 21)
- Palmdale Water District Awarded \$5 Million Grant to Convert Palmdale Ditch & Reduce Water Loss – *CSDA e-News* (May 16)

Other:

- Created Consumer Confidence Report notification flyer (May)
- Updated Consumer Confidence Report with new data, photos and text (April/May)
- Provided judges for AVUHSD Stem Expo (May 6)
- Promoted Drinking Water Week (May 7-14)
- Promoted Special Districts Week (May 14-21)

Social Media Highlights:

14 posts on Facebook, Instagram and Twitter

- The highlight for Facebook was the post about the upcoming Water-Wise Workshop in June, which reached 2,000 engagements.
- For Instagram, the crew going through asbestos training received 2,000 engagements.
- The post about the 100% SWP allocation had the most engagements on Twitter with 1,100.

Employee highlights, job recruitments, news & RFPs on LinkedIn.

Upcoming Events:

- SDANLAC (CSDA chapter) quarterly membership luncheon (May 18)
- AVC Palmdale Center 2nd Annual Summer Block Party – PWD Booth (June 7)
- Water-Wise Workshop: Smart Gardening for Beginners (June 21)
- Coffee with Director Dizmang (TBD)

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