



**PALMDALE WATER DISTRICT**  
A CENTURY OF SERVICE

**BOARD OF DIRECTORS**

**W. SCOTT KELLERMAN**  
Division 1

**DON WILSON**  
Division 2

**CYNTHIA SANCHEZ**  
Division 3

**KATHY MAC LAREN-GOMEZ**  
Division 4

**VINCENT DINO**  
Division 5

April 25, 2024

**AGENDA FOR A MEETING  
OF THE OUTREACH COMMITTEE  
OF THE PALMDALE WATER DISTRICT  
TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE  
Committee Members: Vincent Dino-Chair, Cynthia Sanchez**

**THURSDAY, MAY 2, 2024  
1:30 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 or on the District’s website at <https://www.palmdalewater.org/governance/committee-activity/2023-committee-agendas-and-minutes/> (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 conduct 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 Proposal from Katz & Associates for Media Training. (\$11,000.00 – Not-to-Exceed – Public Affairs Director Shay)
- 5) Board Members' Requests for Future Agenda Items.
- 6) Date of Next Committee Meeting.
- 7) Adjournment.



---

DENNIS D. LaMOREAUX,  
General Manager

DDL/dh



# COMMITTEE MEMORANDUM

**DATE:** May 2, 2024  
**TO:** OUTREACH COMMITTEE  
**FROM:** Ms. Judy Shay, Public Affairs Director  
**VIA:** Mr. Dennis D. LaMoreaux, General Manager  
**RE:** *CONSIDERATION AND POSSIBLE ACTION ON PROPOSAL FROM KATZ & ASSOCIATES FOR MEDIA TRAINING. (\$11,000.00 – NOT-TO-EXCEED – BUDGETED – PUBLIC AFFAIRS DIRECTOR SHAY)*

---

## **Recommendation:**

Staff recommends that the Committee approve the proposal received from Katz & Associates for media training sessions for the Pure Water AV project in the not-to-exceed amount of \$11,000.00.

## **Alternative Options:**

The Committee can choose not to approve this proposal.

## **Impact of Taking No Action:**

The Board and staff will be less equipped to respond to questions about Pure Water AV from the media and community.

## **Background:**

Katz & Associates is assisting staff with the public outreach portion of the Pure Water AV Demonstration Facility. Currently, we are planning for the groundbreaking scheduled for June. Since the project includes Capture6 and is a first-of-its-kind in the AV, it is expected that there may be media from outside of the area covering the event. To ensure that Board members and senior staff will be prepared for media interviews, professional training is recommended.

Katz will also offer training for all staff, so everyone will have the necessary tools and information about Pure Water AV to accurately share with customers and the community.

This training will focus primarily on Pure Water AV, but it will be beneficial beyond this project. Once trained, the Board and staff will have those necessary skills for future media interviews or everyday communication with the public.

## **Strategic Plan Initiative/Mission Statement:**

This item is under Strategic Initiative No. 6 – Customer Care, Advocacy, and Outreach. This item directly relates to the District’s Mission Statement.

## **Budget:**

This item is budgeted under Project No. 22-650.

## **Supporting Documents:**

- Katz & Associates Proposal



**SAN DIEGO**  
591 Camino De La Reina, Suite 407  
San Diego, CA 92108

(858) 452-0031  
[katzandassociates.com](http://katzandassociates.com)

April 23, 2024

Judy Shay  
Public Affairs Director  
Palmdale Water District  
2029 East Avenue Q  
Palmdale, CA 93550

Re: Media Training Sessions

Judy,

Per our recent conversations, Katz & Associates is providing the following quote for media and presentation training for Palmdale Water District's board of directors and staff.

Scope of Services:

- Development and delivery of a customized presentation to be used in a training session with PWD employees and leadership. Presentation includes overview of training objectives, tools and strategies for speaking to and responding to questions from multiple audiences and the media.
- 90-minute group training session for all PWD employees. Includes presentation led by Sara Katz and Ann Newton and a question-and-answer session. Employees will also receive a leave behind with tips and tools to use on an ongoing basis.
- Six to eight 1-hour long individual sessions for board members, PWD general manager and/or other key leadership. Individual sessions will include review of key messages and series of mock interview/questions and participants have the opportunity to practice and camera and receive immediate feedback.

Cost: Not to exceed \$11,000.

Deliverables: Final presentation, handouts, group and individual sessions.

Thank you for your consideration and please let us know if you have any questions.

Sincerely,

Ann Newton