

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
March 3, 2009

Call to Order

The meeting was called to order at 1:35 PM in the District conference room.

Committee members present: Regina Doyle, Chair
Kristi Markey
David Pendergrass

Committee members absent: None

District staff members present: Darby Fuerst, General Manager
Stephanie Pintar, Water Demand Manager
Arlene Tavani, Executive Assistant

Others present: Karen Harris, Monterey Regional Water Pollution Control Agency

Comments from the Public

No comments were presented.

Action Items

1. **Receive Minutes of February 3, 2009 Committee Meeting**
On a motion by Director Doyle and second by Director Markey, the minutes were received on a vote of 2 – 1. Directors Doyle and Markey voted in favor. Director Pendergrass abstained.
2. **Develop Recommendation to the Board re Approval of Draft 2008 MPWMD Annual Report Text**
It was agreed that District staff would complete the Annual Report text and email it to the committee members for review. The committee would provide comments that could be incorporated into the final draft for review by the Board on March 26, 2009.
3. **Consider Preferred Method for Notifying the Public About Availability of 2008 MPWMD Annual Report**
On a motion by Director Markey and Second by Director Doyle, District staff was directed to publish notice of the availability of the Annual Report ten days prior to the March 26, 200 public hearing, as required by state law. The motion was approved unanimously on a vote of 3 – 0.

Oral Reports/Discussion Items

4. Review Calendar of Events for 2009 and Discuss Opportunities for Community Outreach

The committee reviewed a list of events District staff would participate in between March 18 and August 15, 2009. Staff also reviewed with the committee plans for conducting the Water Wise Irrigation Workshop series. Staff will investigate the public outreach opportunities for participation in Monterey County Environmental Health Cleanup Day on April 18, 2009.

5. Update on Logo Redesign

The committee requested that at the next meeting staff provide a sample of the proposed logo for review, and the cost to develop the logo.

6. Update on Website Redesign

District staff reported that the Water Demand section of the District's website has been updated and should be available to the public by July 1, 2009. A web based system is being developed for the Water Demand Division that would incorporate permitting, rebates, conservation and inspections. An important component of the overall update to the District's website is to implement the search engine features. The goal is that all District documents, including photographs will reside in a searchable database. A request for proposals may need to be developed to hire a consultant to redesign the look of the website. The District's Team Web members will be trained to update the website.

7. Status Report on Development of Conservation Program Brochures – Regulation XV

The committee reviewed a preliminary draft brochure and provided comments. A revised brochure will be presented at the next committee meeting.

8. Update on Local Step Up 2 Green Program

Staff reported that the program started up on March 31, 2009. The Coast Weekly published an article on the program.

9. Discuss Development of Message to Public re Greywater Systems and MPWMD Effort to Coordinate with Jurisdictions to Legalize the Expanded Use of Greywater Systems

Ms. Pintar reported that she attended the February meeting of the Monterey County Greywater Working Group, established by the Monterey County Business Council. She will be participating on a subcommittee focused on development of definitions and rules that would govern installation of greywater systems for outdoor residential use.

10. Discuss Development of Information Advising the Community about the Seaside Basin Groundwater Replenishment Project with a Focus on the Role of Each Agency and Accurate Information About Uses for the Water and Where it Will be Distributed

The committee agreed that it would be premature for the District to conduct public outreach on this issue at this time. The District is working with Monterey Regional Water Pollution Control Agency on development of an Memorandum of Agreement concerning joint cooperation on studies and funding for the Groundwater Replenishment

Project. General Manager Fuerst will address the environmental justice issues with directors that have expressed a concern about that.

11. Discuss Alternative Methods for Funding Landscape Workshops

On a motion by Director Markey and second by Director Doyle, the committee recommended that at a future meeting the Board consider authorizing an expenditure of \$3,100 to conduct a class for landscape professionals on irrigation auditing and budgeting. The motion was approved on a vote of 3 – 0.

Set Next Meeting Date

The committee agreed to meet on Thursday, April 29 at 2 PM.

Adjournment

The meeting was adjourned at 3 PM.