

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
April 29, 2009

Call to Order

The meeting was called to order at 2:30 PM in the District conference room.

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

Committee members absent: None

District staff members present: Stephanie Pintar, Water Demand Manager
Inder Osahan, Chief Technology Officer
Arlene Tavani, Executive Assistant

Others present: Karen Harris, Monterey Regional Water Pollution Control Agency
Catherine Bowie, California American Water

Comments from the Public

No comments were presented.

Action Items

1. **Receive Minutes of March 3, 2009 Committee Meeting**
On a motion by Director Markey and second by Director Pendergrass, the minutes were received unanimously on a vote of 3 – 0.
2. **Review Calendar of Events for 2009 and Discuss Opportunities for Community Outreach**
The committee discussed the following topics.

Conduct Tours of the Sleepy Hollow Fish Rearing Facility. It was suggested that: (a) visitors could observe a fish rescue being conducted and then tour the rearing facility; (b) need to determine if California American Water (CAW) will allow visitors on the property; (c) should discuss liability issues with District Counsel and ask him to develop a waiver that participants would sign; and (d) invite representatives from the jurisdictions, state and federal agencies, newspaper reporters, and organizations such as Carmel River Steelhead Association, Sierra Club, local Rotary clubs and Chambers of Commerce. The committee asked staff to determine the number of persons that could participate in a tour, and identify the liability insurance requirements.

Place Conservation Messages in Movie Theatres: The District and CAW should coordinate on placing advertisements at local movie theatres, to be shown between

feature films. Ads could run through the summer. The committee would like to see a list of the messages, and asked staff to ensure that the message could be changed frequently as needed.

Improve Television Broadcast of MPWMD Board Meetings: The committee suggested that television broadcasts of the Board meetings would be improved with the addition of agenda item titles that would be shown during Board consideration of each topic. In addition, conservation messages or the District's informational video should be broadcast before and after the meetings. Staff will contact AMP about incorporating those suggestions into the broadcast.

Increase Opportunity for Public Comment at Board Meetings: It was proposed that the opportunity for public comment at Board meetings would be increased if comments were received by telephone and/or instant messaging. Staff will contact District Counsel Laredo to determine if there are any legal limitations on receiving public comment via telephone or digital methods.

Conservation Message: The committee would like to see a list of conservation messages that CAW and the District are using in radio advertisements. It was suggested that a new message should be developed that encouraged people to turn off the tap when washing their hands. Ads should also discourage the use of garbage disposals.

Oral Reports/Discussion Items

3. Discuss Format and Schedule for Annual Newsletter

The following suggestions were made regarding the newsletter. (1) Do not feature information on Aquifer Storage and Recovery. (2) Include information on greywater/rainwater catchment systems, such as the Monterey County installation guidelines. (3) Advise the public that the District is not experiencing a drought. (4) Explain why the Governor has proposed 20% statewide water reductions, and how that will effect the Monterey Peninsula. (5) Provide an example of what one inch of rain is equal to, or how it benefits the river. (6) Include water saving tips. (7) Develop a pie chart that illustrates the water sources that serve the District. (8) The report should cover the period of July 1, 2008 through June 30, 2009. (9) The committee could review draft text in June, final text in July and submit it to the Board for approval at the July 20 Board meeting. (9) The committee might consider deferring preparation of the report until after a decision on the draft Cease and Desist Order has been issued.

4. Update on District Logo Redesign

The committee agreed with Ms. Pintar's proposal to conduct a design contest. Art students at California State University at Monterey Bay (CSUMB) could be invited to submit designs for a new District logo. The District would review all entries, select the preferred design, and award a prize to the successful artist. Staff will contact CSUMB to discuss the concept of a design contest.

5. Update on Website Redesign

Mr. Osahan reported that staff is working aggressively on development of an integrated database program for processing of water permits and other responsibilities in the Water Demand Division. One component of this upgrade is to set up the system so that forms

the public submits now over the counter, can be completed and submitted via the District website. The first step is ensuring that the database component is working properly. The database project should be completed by early July 2009. The forms component will then be enabled. At this time, development of a generic website will be handled in-house. There may be grant funds available for the e-government portion of the website update.

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

Ms. Harris submitted a draft brochure for review. Committee members were asked to submit comments that could be incorporated into a final draft for review at the next meeting.

7. Review Plans for May 14, 2009 MPWMD Annual Open House

Ms. Tavani updated the committee on plans for the Open House and efforts to publicize the event, including placing ads in local newspapers.

Set Next Meeting Date

No date was set. Staff will contact the committee members about setting a future meeting date.

Adjournment

The meeting was adjourned at 3:50 PM.