

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
August 4, 2010

Call to Order

The meeting was called to order at 4 p.m. in the District conference room.

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

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

Comments from the Public

No comments were presented.

Action Items

1. **Receive Minutes of May 24 and June 30, 2010 Committee Meetings**
On a motion by Director Markey and second of Director Pendergrass, the minutes of May 24 and June 30, 2010 were received unanimously on a vote of 3 – 0.

2. **Consider Participation in ACWA Centennial Sponsorship Program**
Director Doyle offered a motion that was seconded by Director Markey that the District not fund sponsorship of activities related to the ACWA Centennial. The motion was approved on a vote of 2 – 1. Directors Doyle and Markey voted in favor of the motion. Director Pendergrass was opposed, as he felt that the sponsorship program would provide a good opportunity for the District to increase its name recognition and promote its water conservation activities.

Discussion Item

3. **Discuss Plans for Annual Open House**
The committee members agreed that an open house event will not be conducted in 2010. A press release will be distributed, or a press conference conducted in October or November 2010 when flow in the Carmel River is adequate for the ASR process to begin. It is important to herald the beginning of the injection season and advise the public about the contribution of ASR in meeting water supply limits. By June 2011, the Phase 1 ASR project site will be fully renovated and the injection season will have ended. That would be a good time to conduct an open house/ASR celebration at the ASR site and advertise the success of the 2011 injection season. Displays could also feature information on the District's other programs. Staff should look into the cost of conducting the event, and confer with FORA re access permission for members of the public.

Other Items

The committee suggested that tours of the Sleepy Hollow Steelhead Rearing Facility be conducted. Staff could contact community groups and elected officials and invite them on a tour. District staff should estimate the time needed to plan for and conduct a tour, and determine the number of tours that could be held each year without negatively impacting staff's workload. The committee also proposed that staff investigate the cost to produce a video that highlights the fish rearing facility.

Schedule Next Committee Meeting Date

The committee agreed to meet on Tuesday, September 28, 2010 at 4 p.m.

Adjournment

The meeting was adjourned at approximately 4:55 p.m.