

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
December 15, 2010

Call to Order

The meeting was called to order at 9:08 am 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
Henrietta Stern, Project Manager
Stephanie Pintar, Water Demand Manager
Arlene Tavani, Executive Assistant

Comments from the Public

No comments were presented.

Action Items

- 1. Receive Minutes of September 28, 2010 Committee Meetings**
Director Pendergrass offered a motion that was seconded by Director Markey to receive the minutes as presented. The motion was adopted unanimously on a vote of 3 – 0.

Discussion Item

- 2. Discuss Public Outreach Related to Coastal Water Project and Cease and Desist Order Decisions**
Staff agreed to update the FAQ related to this topic on the District's website by the end of January 2011.
- 3. Discuss Ideas for Timely Updates to Community on MPWMD Accomplishments and Conservation Related Information**
The committee proposed the following. (1) Investigate the cost to mail post cards out to the entire District, or targeted areas of the District on a regular basis that will convey current information and a consistent positive message to the public. (2) Modify the District web site address with a suffix of .net or .org that will replace the current .dst.ca.us address. (3) Hire a webmaster to update the design of the MPWMD website. Could this be done by February 2011? (4) Develop ads that will display at local movie theatres. (5) Develop a newsletter. (6) Design Twitter and Facebook pages and update regularly. (7) Design an e-newsletter that can be updated regularly. (8) Press releases should be distributed to Public Outreach Committee members for review 3 days in advance of release to the media. If there is an emergency situation, send out as needed or

provide at least 48 hours time for review. (9) Develop a schedule of upcoming significant event/activities that can be highlighted in social media and print communications. (10) Request that Cal-Am feature the MPWMD logo ahead of the Cal-Am logo in alternating publications. Joint publications of Cal-Am and MPWMD often show the Cal-Am logo first.

4. **Discuss Public Outreach Related to Aquifer Storage and Recovery Phase 1 Project**
An event at the ASR well site could be conducted in late spring, after the access road is completed.
5. **Update on Development of Student Activity Book by California American Water Company**
Ms. Stern reported that she is consulting with Cal-Am on development of a workbook for fifth grade students that informs the reader about the local watershed. This joint collaboration is funded by Cal-Am.

Schedule Next Committee Meeting Date

The committee will meet on Thursday, January 13, 2011 at 9 am in the District conference room.

Adjournment

The meeting was adjourned at approximately 10:10 am.