

FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*January 13, 2011*

**Call to Order**

The meeting was called to order at 9:10 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.

**Discussion Item**

**1. Discuss Response to 2010 Monterey County Grand Jury Report**

The committee offered the following direction to staff for preparation of the response. Express agreement with Findings 8.4, 8.5, 8.6, 8.7 and 8.8. Indicate the District's agreement with Recommendations 8.2, 8.4, 8.5, 8.6 and 8.7. Send letters to the Marina Coast Water District, and Monterey County Water Resources Agency stating that the District is ready to work with them to develop agreements as recommended by the Grand Jury, and send copies of the letters to local newspapers and jurisdictions. Emphasize in the Grand Jury response that the District's innovative conservation programs have been successful in reducing water use, and that the ASR project has provided a significant benefit to the water users. Also note that the District's stated goal is to develop new water sources.

**2. Discuss Public Outreach Related to Coastal Water Project and Cease and Desist Order Decisions**

General Manager Fuerst provided an update to the committee. No further discussion or action.

**3. Discuss Public Outreach Related to CPUC Proposed Decision re CAW Collection of MPWMD Mitigation Program User Fee**

There was consensus that until an alternate decision is proposed, there was no immediate need for additional public outreach on this issue.

**4. Update on Development of Student Activity Book by California American Water Company**

Ms. Stern reported that District staff has responded to questions and provided hydrologic information for the book. No completion date has been set. This project will not be funded by the District.

**5. Progress Report on Implementation of Focused Public Outreach Goals**

Ms. Pintar submitted a list of goals and reviewed them with the committee. She noted that the rebate program must be suspended by May 1, 2011, because program funds will be depleted by then. She is working with Cal-Am on development of an advice letter to the California Public Utilities Commission requesting additional funds.

**6. Develop Schedule and Topics for Monthly Targeted Mailings**

No discussion of this item.

**7. Discuss Hiring Public Information Staff Person or Consultant**

The committee asked that staff provide information on the cost for this position and source of funding; should this be a staff position or filled by a consultant, and could a present District employee move into this position.

**8. Discuss Public Outreach Related to Aquifer Storage and Recovery Phase 1 Project**

The committee suggested that a press event could be conducted in June 2011 at the ASR well site or the District office. The event could highlight the benefits provided by the project, and also focus on water recycling such as the Groundwater Replenishment project proposed by the Monterey Regional Water Pollution Control Agency. Staff should develop a term other than ASR to describe our project, a term that is easier for the public to understand.

**Other Items**

The committee agreed that the current web address of [www.mpwmd.dst.ca.us](http://www.mpwmd.dst.ca.us), should be changed to [www.mpwmd.net](http://www.mpwmd.net). The change will be implemented immediately.

**Schedule Next Committee Meeting Date**

The meeting was set for Thursday, February 17, 2011, at 9 am in the District conference room.

**Adjournment**

The meeting was adjourned at approximately 10:20 am.