

FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*March 8, 2011*

**Call to Order**

The meeting was called to order at 8:35 am in the District conference room.

Committee members present: Regina Doyle, Chair  
Kristi Markey (arrived at 8:40 am)  
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 February 17, 2011 Committee Meetings**  
On a motion by Director Pendergrass and second of Director Doyle, the minutes were unanimously approved on a vote of 2 – 0.
2. **Review Draft Text for 2010 MPWMD Annual Report**  
The committee agreed that the report should increase to four pages in length, and that a list of accomplishments achieved in 2010 should be added to the first page of the document. The format should be revised to delete the colorful header on each page; instead, the document should be printed on District letterhead. The labels assigned to pie charts illustrating budgetary revenues and expenditures should be expanded to provide a brief description of each category.
3. **Consider Participation in ACWA Sponsorship Program**  
On a motion by Director Pendergrass and second of Director Markey, the committee agreed to make a contribution at the \$500 level for ACWA events during 2011. The motion was approved unanimously on a vote of 3 – 0.

**Discussion Items**

4. **Review Job Description and Funding Proposal for Hiring Public Information Staff Person or Consultant**  
No discussion. Staff had no new information to report.

**5. Review Schedule and List of Topics for Monthly Targeted Mailings**

On a motion by Director Doyle and second of Director Markey, the committee recommended that the Board of Directors authorize funding to print and mail a post card throughout the District. The committee selected a graphic to incorporate into the post card design, and revised the proposed text. Staff was directed to develop some sample designs and email them to the committee members for review. The post card will be placed on the main page of the MPWMD website with links to additional information. Staff should begin work on formulation of a message for a subsequent post card mailing

Director Pendergrass left the meeting prior to the conclusion of the discussion on item 4.

**6. Discuss Public Outreach Related to Water Project 1**

The committee agreed that the Phase 1 Aquifer Storage and Recovery Project should be referred to as Water Project 1 (underground storage), to help define the project for the public. Other projects should be referred to as: Water Project 2 (expanded storage), and Water Project 3 (local desal). District staff should contact local media representatives and introduce the revised project identifiers.

**7. Update on Development of Student Activity Book by California American Water Company with Input from MPWMD**

Ms. Stern reported that changes the committee had requested were incorporated into the document.

**Other Items**

Ms. Pintar updated the committee on the status of funding for the rebate program.

**Schedule Next Committee Meeting Date**

The committee agreed to meet on Wednesday, April 6, 2011 at 4 pm.

**Adjournment**

The meeting was adjourned at approximately 10:15 am.