

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
December 1, 2011

Call to Order

The meeting was called to order at 4:05 pm in the District conference room.

Committee members present: Regina Doyle
Kristi Markey
David Pendergrass

District staff members present: Rachel Martinez, Community Relations Liaison
Arlene Tavani, Executive Assistant

Comments from the Public

No comments were presented.

Action Items

- 1. Adopt Minutes of September 15 and October 20, 2011 Committee Meeting**
On a motion by Director Pendergrass and second of Director Markey, the minutes were approved unanimously on a vote of 3 – 0.

Discussion Items

- 2. Recent Launch of Facebook Page**
Martinez reported that in the first two weeks after launch of the MPWMD Facebook page, 38 persons had become followers of the page. The Facebook address will be added to the District's homepage, signature block and in public announcements and advertisements.
- 3. Schedule Periodic Public Meetings on Water Supply**
The committee discussed a request offered by a member of the community, that the District should conduct periodic public forums to describe water supply projects, and receive input from the public on water supply issues. It was proposed that this would facilitate better communication with the public and a more collaborative approach to water supply planning. The committee members agreed that it would be best to schedule special community forums as needed, that it was not necessary to schedule them on a regular basis.
- 4. Consider Rebranding/Name Change**
The committee members agreed that there was no need to change the name of the District, nor to develop a new logo and begin the process of rebranding the agency.

Other Items

- 5. Review Social Media Policy**
The committee reviewed the policy and requested that it clearly state that the Community Relations Liaison will maintain the policy, and identify the General Manager's responsibility in administration of the policy. There was consensus that following

District Counsel review, the policy should be referred to the Board of Directors for approval.

6. Report on New Website Development

Martinez reported that a preliminary timeline for redesign of the District's website assumes the new site will be launched by October 1, 2012. A request for proposals should be distributed to website designers by January 2012.

7. Discuss Timing and Format of MPWMD Newsletter

The committee agreed that staff should move forward on publication of a newsletter in January 2012. Distribution will be mainly through email and web downloads, newsletters can be printed in small numbers as needed.

Schedule Next Committee Meeting Date

The meeting was scheduled for January 19, 2012 at 9 am.

Adjournment

The meeting was adjourned at 4:45 pm.