



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
March 8, 2012

Call to Order

The meeting was called to order at 9:07 a.m. in the District conference room.

Committee members present: Jeanne Byrne, Chair
 Kristi Markey
 David Pendergrass

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

Comments from the Public

Bill Caruthers addressed the committee. He offered to assist in gathering all visuals related to water supply projects that have been prepared by the agencies involved with this issue. Those PowerPoint presentations and other items could be assembled in one location as a resource for the public.

Action Items

1. **Adopt Minutes of February 16, 2011 Committee Meeting**
On a motion by Pendergrass and second of Markey, the minutes were approved unanimously on a vote of 3 – 0.

2. **Review Draft 2011 MPWMD Annual Report and Develop Recommendation to the Board re Adoption and Distribution**
The committee agreed that the report, with modifications, should be submitted to the Board for adoption. During the discussion on this item, the committee requested the following. (a) Insure that page 3 and 4 of the report agree as to the estimate of new water supplies needed to replace unlawful diversions from the Carmel River and reductions in production from the Seaside Groundwater Basin. (b) The committee would like an estimate of the cost to print 1,000 reports for distribution to libraries, jurisdictions' city halls and at upcoming public events. (c) Staff should provide a comparison of costs to publish the entire report, or a portion of the report in local newspapers as a paid advertisement or an insert.

Discussion Items

3. **Development of Six-Month Media Strategy**
The committee reached consensus on the following. (a) The District should publish one editorial article per month. Subsequent to the March 14, 2012 water forum, the topic of

the editorial should be establishment of the user fee. (b) When a newspaper publishes incorrect information about the District or its projects, a letter to the editor correcting the error should be submitted under the signature of a committee member. (c) The General Manager should make a presentation each month to the jurisdictions' city councils, along with the director representing the jurisdiction they address.

4. Discuss Articles for April 2012 Newsletter

The committee suggested several topics for the upcoming newsletter. (a) Update on rainfall received and water production. (b) Information presented at March 14, 2012 water forum. (c) Highlights from the 2011 Annual Report. (d) Explain how water supply projects could be funded by the new user fee proposal. (e) Facts presented in information developed by General Manager Stoldt on the District's Capital Improvement Plan should be incorporated into the newsletter, and include the amount of water provided from each capital project. (f) Include contact information for the California Public Utilities Commission and the District as a reference for California American Water (Cal-Am) customers that have contested high water bills due a determination by Cal-Am that the cause is leaky plumbing.

5. Promotion of Fix a Leak Week, March 12 through March 18, 2012

Martinez reported that Fix a Leak Week will be promoted on the District's Facebook page. Cal-Am is also promoting the event. The committee agreed that if staff receives calls from rate payers that are contesting a high water bill due to a disagreement with Cal-Am that the cause is a water leak, the caller should be directed to contact Catherine Bowie at Cal-Am.

6. Review Schedule of Upcoming Outreach Events

Staff was encouraged to focus on speaking to engineering and construction industry organizations such as the American Institute of Architects and National Association of the Remodeling Industry. Also local community groups such as the Carmel Valley Association, Sustainable Pacific Grove and other similar organizations should be contacted. The focus of the presentations should be on water supply, and letting the public know that increased water conservation will not provide enough savings to meet community water needs. A list of community groups should be developed and prioritized.

Schedule Next Committee Meeting Date

The meeting was scheduled for April 11, 2012 at 9 am in the District conference room.

Adjournment

The meeting was adjourned at 10:20 a.m.