



FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*April 11, 2012*

**Call to Order**

The meeting was called to order at 9:00 a.m. in the District conference room.

Committee members present:      Jeanne Byrne, Chair  
   Kristi Markey (arrived at 9:08 am)  
   David Pendergrass

District staff members present:      Dave Stoldt, General Manager (present for discussion of  
   item 3)  
   Rachel Martinez, Community Relations Liaison  
   Stephanie Pintar, Water Demand Manager  
   Arlene Tavani, Executive Assistant

**Comments from the Public**

No comments directed to the committee.

**Action Items**

1.      **Adopt Minutes of March 8, 2012 Committee Meeting**  
         On a motion by Pendergrass and second of Byrne, the minutes were approved  
         unanimously on a vote of 2 – 0. Director Markey was absent for the vote.
  
2.      **Consider Association of California Water Agencies' Sponsorship Program for 2012**  
         Markey offered a motion that was seconded by Byrne, that the committee recommend  
         against participation in the ACWA Sponsorship Program, and that the Board of Directors  
         consider ratification of the committee decision as a Consent Calendar item. The motion  
         was approved on a vote of 2 – 1, with Markey and Byrne in favor and Pendergrass  
         opposed.
  
3.      **Review Draft Proposition 218 Hearing Notice and Develop Recommendation for**  
         **Board Consideration on April 16, 2012**  
         The committee reviewed an updated version of the draft notice distributed by staff at the  
         meeting, and requested that changes be made to the text. There was consensus that the  
         notice, including revisions suggested by the committee should be submitted for Board  
         review and approval at the April 16, 2012 Board meeting.

## **Discussion Items**

### **4. Discuss Public Outreach Ideas for Proposition 218 Hearing and Water Use Fee**

There was consensus among the committee members that staff should coordinate with organizations that have expressed support for the District's programs such as Citizens for Public Water and the Carmel Valley Association, and seek their support to advocate for implementation of the proposed user fee. Staff was encouraged to continue meeting with community groups to provide accurate information re the proposed user fee, including: (1) deadlines for water cut-backs are eminent; (2) explain why the District supports a combination of desalination, groundwater replenishment and ASR as a solution, instead of a one large desalination project; and (3) the fee will fund water supply project development. Staff was asked to determine if the hearing notice to the public could state that "an independent entity appointed by the Board Secretary" would count the protests received.

### **5. Discuss Options for Distribution of 2011 Annual Report Text**

The committee suggested that the Annual Report be distributed to neighborhood groups and at city council meetings when staff make presentations on the proposed user fee. They agreed to discuss at a future meeting if funds should be spent to publish newspaper advertisements or inserts on topics such as District activities or the proposed user fee.

### **6. Review Six-Month Outreach Plan**

The committee agreed that the Community Relations Liaison should focus time and effort on making presentations to neighborhood associations and other local organizations regarding the proposed user fee. She should decline participation in events focused on the conservation message and covered by staff from the Water Demand Division, if they detract from time spent to educate the public about the proposed user fee.

### **7. Review Draft Text for April Newsletter**

The draft newsletter was reviewed and the committee members agreed that the newsletter could be published and distributed with some edits to the text.

## **Schedule Next Committee Meeting Date**

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

## **Adjournment**

The meeting was adjourned at 10:35 a.m.