



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
June 5, 2013

Call to Order

The meeting was called to order at 3:45 pm in the District conference room.

Committee members present: Jeanne Byrne, Chair
 Brenda Lewis
 Kristi Markey (arrived at 3:50 pm)

Committee members absent: None

District staff members present: David Stoldt, General Manager
 Stephanie Pintar, Water Demand Manager
 Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

Comments from the Public

No comments were directed to the committee.

Action Items

1. **Adopt Minutes of April 17, 2013 Committee Meetings**
 On a motion of Markey and second by Lewis, the minutes were approved with one correction: item 2, the fourth bullet, replace the words "non-profit" with "not-for-profit." The motion was approved unanimously on a vote of Byrne, Lewis and Markey.
2. **Review Topics for Summer Newsletter**
 The committee expressed support for the newsletter outline.
3. **Approve Final Design and Expenditure for Replacement of Exterior Signage at MPWMD Main Office**
 On a motion of Lewis and second by Byrne, the committee voted to recommend that the Board of Directors authorize funding for production of exterior signage consisting of two exterior signs and plastic decals for the front door and conference room entrance. The motion was approved unanimously on a vote of Byrne, Lewis and Markey.
4. **Review and Approve Messaging Concepts**
 The committee discussed the messaging concepts submitted at the meeting and agreed to modify the document as shown in **Attachment 1**. It was also agreed that the Key Messages section could be summarized into one slogan, "Water Solutions for Now and in the Future."

Discussion Items

5. Review Policy on Water Hydrant Fee for Non Profit Entities

No discussion. On April 17, 2013, the committee referred this item to the Rules and Regulations Review Committee.

6. Update on Outreach Consultant Scope and Activities

The committee reviewed a report submitted by Steve Thomas. There was a request that the Events category be expanded to include outside agency meetings the Board and staff are involved with. The Ongoing Activities section should include meetings of the Ordinance No. 129 Oversight Panel because the Panel was formed in response to implementation of the Proposition 218 water supply charge.

7. Update on Public Outreach Activities in Progress

The committee reviewed a Public Outreach Calendar that was submitted by Steve Thomas.

Schedule Next Meeting Date

A future date was not set.

Adjournment

The meeting was adjourned at 4:55 pm.

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