



FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*August 13, 2014*

**Call to Order**

The meeting was called to order at 2:50 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne, Chair (participated by telephone)  
Kristi Markey  
Brenda Lewis

Committee members absent: None

District staff members present: David Stoldt, General Manager (arrived at 3:50 pm)  
Stephanie Pintar, Water Demand Manager  
Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

**Comments from the Public:** Pintar reviewed changes to the second reading version of draft Ordinance No. 162, that will be submitted to the Board for adoption on August 18, 2014. The changes include: (a) revisions to the definition of water waste and permit level review; (b) clarified power washing and the use of power brooms; (c) correct the outdoor watering schedule; and (d) specify that non-sprinkler irrigation systems managed by smart irrigation controllers are not subject to the two-day watering schedule.

**Action Items**

1. **Consider Adoption of Minutes of July 9, 2013, and April 9, May 6, June 5 and July 23, 2014 Committee Meeting Minutes**  
On a motion by Markey and second of Lewis, the minutes were approved unanimously on a vote of 3- 0 by Markey, Lewis and Byrne.
2. **Review and Comment on Beta Version of Website Redesign**  
The committee reviewed the design of a new main page, including one drop-down menu. They provided comments to Thomas on improvements to the design and expressed approval of the concept.

**Discussion Items**

3. **Update on Public Outreach Activities in Progress**  
Thomas described the Save Water Go Blue campaign as the current focus of public outreach. He submitted a logo for review, and explained that it is similar to a sports team emblem. The goal is to tell the public that they have done a great job at saving water, but now 110% effort is needed. This will take a team effort by all water customers – we can all do just a little more to conserve water. Thomas also submitted designs for two 4 x 6 inch cards that can be handed to someone who is wasting water. These cards are the first step in enforcement, the second step is to issue a ticket, and finally a fine. The cards are designed for the hospitality industry: one for indoor water use and the other for outdoor use. Another card will be designed for landscapers.

The committee supported the creation of a Save Water Go Blue logo, and issuance of the reminder cards. The did have comments: (a) the words “save water” should be larger; (b) the logo design should incorporate components of the MPWMD logo, so the public equates the campaign with the Water Management District; and (c) possibly the Water Management District water drop could be incorporated into the Save Water Go Blue logo. Thomas will submit new logo designs to the committee for review and comment.

**Byrne exited from the meeting at 3:45 pm.**

**Stoldt joined the meeting at 3:50 pm.**

**4. Discuss Development of Small Water Agencies Coalition**

Staff will continue to work on establishment of this coalition and provide an update at the next committee meeting..

**Schedule Next Meeting Date**

The meeting was set for September 23, 2014, 3:30 pm.

**Adjournment**

The meeting was adjourned at 3:55 pm.

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