



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
July 23, 2014

Call to Order

The meeting was called to order at 1:40 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne, Chair
 Kristi Markey

Committee members absent: Brenda Lewis

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

Others present: Steve Thomas, ThomasBrand Consulting

Comments from the Public: No comments were directed to the committee.

Action Items

1. Consider Approval of “Meet Your District” Outreach Plan

On a motion of Markey and second by Byrne, the committee approved the plan on a vote of 2 – 0 by Markey and Byrne. Lewis was absent for the vote.

Steve Thomas explained that the “Meet Your District” campaign is focused on a series of educational events and seminars in all seven voter divisions, to re-introduce the Water Management District’s mission to constituents. The broader message of increased conservation during the drought will also be reiterated. Directors will have the opportunity to meet with and address constituents at these events.

2. Consider Approval of Plan for Production of Summer Newsletter

The committee agreed that Water Management District staff should commence development of a Summer newsletter in-house, and submit it to the committee for review prior to distribution.

3. Discuss Local Outreach re State Mandated Water Conservation Measures

On a motion of Markey and second by Byrne, the committee approved the plan on a vote of 2 – 0 by Markey and Byrne. Lewis was absent for the vote.

Thomas explained that this effort will promote the “Save Water Go Blue” campaign that is focused on letting the public know how important it is for everyone to do their part to save water. Materials will be provided in English and Spanish, including radio and television ads intended to reach high-value water users such as landscapers, contractors and hospitality workers.

Discussion Items

4. Review Progress on Website Design

Reviewed schedule for completion. A beta-version of the new website will be presented at the next meeting.

5. Discuss Formation of Small Water Agency Coalition

Staff will continue to work on establishment of this coalition.

6. Update on Public Outreach Activities in Progress

Thomas announced that on September 20, 2014, a rainwater harvesting workshop will be conducted at the Water Management District office; staff is working on preparation of the ASR Project site for public tours; and a stormwater rebate program has been launched by the Monterey Regional Stormwater Management Group.

Schedule Next Meeting Date

The meeting was set for August 13, 2014 at 1:30 pm.

Adjournment

The meeting was adjourned at 2:35 pm.

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