



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
October 30, 2014

Call to Order

The meeting was called to order at 1:35 pm in the Water Management District conference room.

Committee members present: Kristi Markey
Brenda Lewis
David Pendergrass

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 presented.

Action Items

1. **Consider Adoption of Minutes of September 23, 2014 Committee Meeting**
On a motion by Markey and second of Lewis, the committee approved the September 23, 2014 committee minutes on a unanimous vote of 3 – 0.

Discussion Items

2. **Update on Public Outreach Activities in Progress**
Steve Thomas reviewed a list of projects the public outreach team was working on.
3. **Progress Report on Pure Monterey Project**
Stoldt reported the following. A representative from the Monterey Regional Water Pollution Control Agency and David Stoldt will meet with officials from the State Water Resources Control Board and the Natural Resources Agency next week to discuss grant funding for local projects. They will also brief the officials on the Pure Water Monterey Project. The goal is to bring this project to the attention of high-level officials who can instruct lower-level staff to support the project. The EIR on the Pure Water Monterey project is scheduled for release in March 2015. Public outreach to Salinas Valley interests will begin in January in order to obtain support for the seven agreements that must be signed related to Pure Water Monterey. Steve Thomas and Mark Milan will work on educating industry insiders outside of Monterey County about the Pure Water Monterey project. They will also develop a fact sheet for staff and board members, and update the Pure Water Monterey website. It is anticipated that the Water Management District's mid-year budget adjustment increase for Pure Water Monterey will be \$1.5 million. Staff will request funds to contract for outreach at the federal level in order to obtain federal grants.

4. Review Communications with Restaurant Owners re Outdoor Seating

The committee reviewed a draft letter submitted by staff and provided comments. A revised letter will be distributed. On November 13, 2013, the Water Demand and Technical Advisory committees will discuss development of a policy regarding outdoor restaurant seating. The Board of Directors is scheduled to consider the issue on November 17, 2014.

5. Discuss Development of Small Water Agencies Association

Stoldt reported that Tom Quinn, Executive Director of the Association of Water Agencies, expressed reservations about formation of this association. Stoldt is concerned that there will be little incentive for small agencies to work cooperatively because they will be in competition for use of Proposition 1 grant funds. Stoldt stated that it would be best, at this time, to focus on legislative opportunities where there are common interests and coordinate with other agencies on those issues. There was consensus that a contact list of small California water agencies should be developed. When another water bond is proposed, that group could be organized to lobby legislators for the establishment of substantial grant funds for small agencies.

Schedule Next Meeting Date

The meeting was set for November 25, 2014 at 2 pm.

Adjournment

The meeting was adjourned at 2:45 pm.

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