

FINAL MINUTES  
Monterey Peninsula Water Management District  
Public Outreach Committee  
October 8, 2018

**Call to Order**

The meeting was called to order at 2:30 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne - Chair  
Molly Evans  
Brenda Lewis

Committee members absent: None

District staff members present: David Stoldt, General Manager  
Stephanie Locke, 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. Discuss Response to Publication of Inaccurate Information about the MPWMD Related to Measure J**

On a motion by Lewis and second of Evans, the committee directed that the updated Decades of Excellence advertisement be published. In addition, Mr. Thomas would create a video from the PowerPoint prepared by General Manager Stoldt, add voice-over to the piece, and publish it to YouTube. The video would serve as a rebuttal to recent mailers that discredited the MPWMD and promoted inaccuracies regarding Measure J. The motion was approved on a unanimous vote of 3 – 0 by Lewis, Evans and Byrne.

**Discussion Items**

**2. Discuss Possible Action Plan and Response Regarding Outcome of Measure J Election**

There was consensus among the committee members that if the measure passes, the District should call a press conference and state the following. (A) The District intends to conduct a feasibility study as required by Measure J. (B) Public listening sessions will be scheduled to describe the process the District will follow in preparation of the feasibility study, and to hear from the public on how they define “feasible.” (C) A survey would be distributed to the public in order to better ascertain public opinion on feasibility.

**Schedule Next Meeting Date** – A future meeting date was not scheduled.

**Adjournment**

The meeting was adjourned at 3:30 pm.