

FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*October 3, 2007*

**Call to Order**

The meeting was called to order at 9:35 AM in the District conference room.

Committee members present: Michelle Knight, Chair  
Alvin Edwards  
Kristi Markey

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

**Comments from the Public**

Bill Carrothers, Industrial Hygienist and resident of Salinas, introduced himself to the committee and stated that he appreciated the opportunity to participate in the meeting.

**Action Items**

**1. Receive Minutes of May 25, 2007 Committee Meetings**

On a motion by Director Markey and second by Director Edwards, the minutes were received on a vote of 3 - 0.

**2. Initiate Development of Public Outreach Plan and Status Report on Other Strategic Communication Objectives**

The committee reviewed public outreach activities the District has in effect, and discussed how those activities could be modified and expanded upon. The committee members also suggested additional public outreach efforts that could be incorporated into a Public Outreach Plan. There was committee consensus on the following suggestions.

1. When a new resolution or ordinance is proposed for adoption, a fact sheet should be prepared prior to adoption of the rule that would explain in simple terms how the ordinance or resolution would change the District's regulations and practices. The fact sheet should be clear and concise, possibly bulleted. The content should be directed towards the average community member. This fact sheet would be available to the public and jurisdictions prior to Board consideration, so that the public can review it before commenting on the proposed rule change. It was suggested that District Counsel could assist in development of the fact sheet. The first fact sheet could be prepared for proposed Ordinance No. 131 that would establish a process by which the District enforces its rules and regulations.

During the discussion of the fact sheet, it was suggested that the Board should specify that an ordinance is developed only after the full Board requests that a draft be prepared. The committee agreed that this issue should be discussed at the January 9, 2008 Board Strategic Planning Session.

2. The committee reviewed suggestions for a public outreach program developed by the Association of California Water Agencies and agreed that most of the activities outlined in the report are being accomplished by the District.
3. Handouts/information sheets should be developed for targeted audiences. For example, a fact sheet on landscape water credits could be distributed to realtors, plant nurseries and city/county planning departments. Targeted distribution of information on specific topics of interest would be preferable to mailing newsletters out over a wide geographical area.
4. A portable booth should be constructed that displays public information materials for use at community events or meetings.
5. The District will continue to be responsive to requests for speakers from community groups and schools. A letter should be mailed to community groups expressing the District's interest in speaking to their membership. The committee should conduct a future discussion on the speaker's bureau concept, and decide if it is necessary to define the message that would be disseminated by the speakers.
6. The committee expressed support for continuance of the District's Annual Open House.
7. The District will endeavor to ensure that staff reports prepared for the monthly Board of Directors meetings are clearly written and easy to comprehend.
8. The MPWMD will do its best to ensure that Board of Directors' meetings are easily accessible to the public, including live television broadcasts, re-broadcasts and web casts of the meetings throughout the District boundaries.
9. Legislative outreach should be improved. One way to achieve this would be through establishment of a Legislative Committee. A standing committee could be formed whose members would be charged to contact local, state and federal legislators about the Board's strategic priorities at least once a year. The full Board could also direct that the committee contact legislators about a specific subject.
10. The District's sponsorship of television, radio and print advertisements that are developed jointly by the MPWMD and California American Water should be more prominently emphasized.
11. A more coordinated effort must be developed between the District and CAW on advising the public of activities such as hydrant flushing and other projects. Press releases could be jointly developed for this purpose.
12. Attention should be focused on updating the District website. The committee will discuss website development at a future meeting.

During the public comment period on this item, Bill Carrothers suggested that targeted information be developed that describes what areas in Monterey County have water and what areas do not. In addition a report on whether or not there is a separation between the Salinas and Seaside aquifers should be developed.

### **Oral Reports**

#### **3. Status Report on Production of Informational Video**

Ms. Tavani reported that the 10 minute video will be presented for final review at the next Rules and Regulations Review committee meeting.

### **Set Next Meeting Date**

The meeting was set for Tuesday, October 23, 2007 at 9:30 AM.

### **Adjournment**

The meeting was adjourned at noon.