

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
April 3, 2008

Call to Order

The meeting was called to order at 8:30 AM in the District conference room.

Committee members present: Regina Doyle, Chair

Kristi Markey

David Pendergrass

District staff members present: Darby Fuerst, General Manager

Stephanie Pintar, Water Demand Manager

Arlene Tavani, Executive Assistant

Comments from the Public

No comments were presented.

Action Items

1. Receive Minutes of March 6, 2008 Committee Meetings

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

2. Review and Develop Recommendation to the Board on the Revised Draft Public Outreach Plan

The committee agreed to the following: (1) General Manager Fuerst should contact the Monterey Regional Water Pollution Control Agency about a cost-sharing arrangement that would allow the MRWPCA Community Relations representative to assist with the District's public outreach activities. It was suggested that the District could utilize the Community Relations representative's expertise on a time-limited basis to, among other things, provide input on modifications to the District's Public Outreach Plan; develop handouts and other informational materials; identify opportunities for public outreach; and promote water conservation measures/incentives sponsored by the MPWMD when she makes presentations to community groups and schools. (2) Committee Chair Doyle would incorporate additional modifications into the draft Public Outreach Plan and present it to the committee for review at the next meeting. Board consideration of the Plan would be deferred to May 19, 2008.

3. Discuss and Develop Recommendation to the Board on Conducting Public Outreach to Inform Citizens About the Proposed Ordinance that would Amend Regulation IV, Expanded Water Conservation and Standby Rationing Plan and Subject the Inland Subareas of the Seaside Basin to the Conservation and Rationing Regulations

On a motion by Director Markey and second by Director Doyle, the committee approved the staff recommendation to conduct one or two public meetings for water users and property owners within the Inland Subareas of the Seaside Basin, including the Laguna

Seca Subarea, regarding the proposed ordinance. The motion was approved unanimously on a vote of 3 – 0.

Oral Reports

4. Review Public Outreach Efforts re Draft Cease and Desist Order

The committee briefly discussed the effectiveness of the mailer regarding the Draft Cease and Desist Order (CDO). Staff reported that of the \$25,000 appropriated by the Board for public outreach regarding the draft CDO, \$6,400 remains unspent. The committee requested that at a future meeting, they consider the most appropriate use for the \$6,400.

5. Update on Plans for Conducting Public Outreach at the Pacific Grove Good Old Days Celebration

Director Doyle briefly described plans for the event. She will coordinate with Stephanie Pinter on setting up the MPWMD display.

Set Next Meeting Date

District staff was directed to coordinate with committee members to set another meeting date.

Adjournment

The meeting was adjourned at approximately 9:45 AM.