

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
December 10, 2008

Call to Order

The meeting was called to order at 3:30 PM in the District conference room.

Committee members present: Regina Doyle, Chair
Kristi Markey
David Pendergrass

District staff members present: Stephanie Pintar, Water Demand Manager
Inder Osahan, Chief Technology Officer
Arlene Tavani, Executive Assistant

Others present: Karen Harris, Monterey Regional Water Pollution Control Agency

Comments from the Public

No comments were presented.

Action Items

1. **Receive Minutes of June 27 and August 8, 2008 Committee Meetings**
On a motion by Director Markey and second by Director Pendergrass, the minutes were received unanimously on a vote of 3 – 0.

Discussion Items

2. **Update District Website**
Inder Osahan reported that he could send out a request for proposals for development of a new MPWMD webpage and that proposals should be received by February or March 2009. The committee requested that the results of the RFP be presented at the February or March 2009 meeting. Mr. Osahan described the proposed structure and function of a redesigned webpage. The committee discussed the importance of keeping the contracts within budgeted amounts, the pros and cons of including a search feature, design parameters, and options for hosting, maintenance and updating of the webpage.
3. **Review Suggestions for Alternatives to Mailing a Detailed Annual Report Throughout the District**
The committee agreed that the 2008 MPWMD Annual Report should be a short report that meets the requirements of the law, and is presented during a public hearing at the March 2009 Board meeting. Details on the District's programs and accomplishments could be publicized utilizing other methods that would be explored further at a future committee meeting. For example, a report could be prepared at the end of the budget year that highlights the accomplishments of the District. A postcard could be mailed throughout the District advising residents about that report. An effort should be made to inform the public about our website so that it would become the focus of public outreach. A postcard could be distributed that mentions programs the District wants to highlight,

and directs them to the appropriate location on the website. Contests could be held or promotions offered to encourage people to visit the website.

4. Public Outreach Regarding Action at Ryan Ranch – Suspension of Processing Water Permit Applications

The committee members agreed that District staff should proceed with sending notice of the January 21, 2008 hearing to all property owners within the Ryan Ranch Water Distribution System.

5. Public Outreach Regarding Amendments to Regulations XV – Ordinance Nos. 134, 135 and Proposed Ordinance No. 137

The committee members agreed that staff should proceed with development of a fact sheet on the ordinances and post it to the District's website. The fact sheet will also be mailed to homeowners associations in the Laguna Seca Subarea, which they can distribute to their members. At the next meeting, staff will report on development of updated brochures that will describe Stages 2 through 7 of the District's conservation and standby rationing program.

Set Next Meeting Date

The committee set the following meeting dates: February 3, 2009 at 1:30 PM and March 3, 2009 at 1:30 PM.

Adjournment

The meeting adjourned at approximately 4:30 PM.