

FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
March 6, 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: David Berger, General Manager
Arlene Tavani, Executive Assistant

Comments from the Public

No comments were presented.

Action Items

1. **Receive Minutes of February 26, 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. **Consider Approval of Public Outreach Effort regarding January 15, 2008 Draft Cease and Desist Order Issued by State Water Resources Control Board Staff**
On a motion by Director Markey and second by Director Pendergrass the Public Outreach Committee (POC) directed staff to: (1) incorporate the amendments suggested by the Committee into the informational mailer regarding the draft Cease and Desist Order, including the addition of a table that compares water demand in 1988 to the demand in 2007; (2) print and mail the document within the timeline outlined in the staff report; and (3) publish the mailer as a full-page, color advertisement including photographs in three local newspapers as outlined in the staff report. The motion was approved unanimously on a vote of 3 – 0.
3. **Review and Discussion of Draft Public Outreach Plan**
On a motion by Director Markey and second by Director Pendergrass the POC voted unanimously to: (1) authorize Committee Chair Doyle to work with staff to revise the draft Public Outreach Plan (Plan) based on direction given at the October 23, 2008 POC meeting; (2) remove from the Plan, Exhibit 3-C that describes public education and outreach for implementation of drought stages 4 – 7 of the Expanded Conservation and Standby Rationing Program; (3) remove from the Plan the historical information described in the Introduction and Overview section; (4) add to the Plan a list of public outreach activities, dates for completion, and the expected outcome in order to measure the effectiveness of the Plan components; and (5) review the revised draft Plan at the next POC meeting.

4. Consider Conducting Public Outreach at the Pacific Grove Good Old Days Celebration

Director Markey made a motion that was seconded by Director Pendergrass to authorize the District to establish an informational booth at the Good Old Days Celebration that would be staffed by District employees that volunteer to participate, Director Doyle and any other Director that would like to participate. Director Doyle will coordinate with staff on set-up of the informational booth, which would focus on distribution of pre-existing materials and handouts. The motion was approved unanimously on a vote of 3 – 0.

Oral Reports

No oral reports were presented.

Set Next Meeting Date

The committee agreed to meet on Thursday, April 3, 2008 at 9:00 AM.

Adjournment

The meeting was adjourned at approximately 9:40 AM