



**FINAL MINUTES**  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*February 16, 2012*

**Call to Order**

The meeting was called to order at 10:30 am in the District conference room.

Committee members present:      Jeanne Byrne, Chair  
   Kristi Markey  
   David Pendergrass

District staff members present:      David J. Stoldt, General Manager  
   Rachel Martinez, Community Relations Liaison  
   Stephanie Pintar, Water Demand Division Manager  
   Arlene Tavani, Executive Assistant

**Comments from the Public**

No comments were presented.

**Action Items**

1.      **Adopt Minutes of December 1, 2011 Committee Meeting**  
         On a motion by Director Markey and second of Director Pendergrass, the minutes were approved unanimously on a vote of 3 – 0.

**Discussion Items**

2.      **Discuss Content for 2011 MPWMD Annual Report**  
         There was consensus among the committee members that the annual report should cover topics specified in the District's enabling legislation, and that it should also include a list of the District's accomplishments completed in 2011.
3.      **Report on Development of New Website**  
         Martinez reported that staff has interviewed website developers, and that she is preparing a request for proposals to be distributed soon. A vendor may be selected by March 2012.
4.      **Request to Include Division 1 Report on Website**  
         The committee discussed a suggestion that the District's website include a report from the Division 1 director, or any director representing Divisions 1 through 5. The committee did not support that concept, but suggested that a link to each director's email address be included on the website that will provide the public with quick and easy access to each director.

**5. Development of Six-Month Media Strategy**

The committee expressed concern over the distribution of misinformation in the media about the District and its programs. There was consensus that the District should counter with the facts, and that one aspect of a six-month media strategy would be to publish editorials in local newspapers that provide accurate information to the public. It was suggested that the District publish an opinion piece on a monthly basis. Stoldt was asked to develop an editorial to be published following the February 23, 2012 Board meeting. The article should state that three viable projects exist, and describe the timeline associated with development of a private versus publicly owned project. The committee members should review the article prior to submission for publication.

**6. Promotion of Fix-A-Leak Week, March 12 through March 18, 2012**

Item deferred to March committee meeting. Staff was encouraged to contact the local media about publishing an article about Fix-A-Leak Week.

**7. Receipt of Complaints from Customers about Water Meters**

Directors are receiving complaints from Cal-Am customers about exorbitant water bills that the water company says are due to leaks, but the customers believe are based on malfunctioning meters or errors in the billing system. Pintar stated that directors can advise the customer to contact the Water Demand Division office and staff will follow up on the complaint as a water waste call. If staff determines there is no water waste, the District can send a letter to Cal-Am stating the result of its investigation and request that the company address the situation. Water users should also be encouraged to inform the Public Utilities Commission in writing of their issues with Cal-Am billing practices.

**8. Review Plans for February 2012 Rainwater Harvesting Public Workshop**

No discussion.

**Schedule Next Committee Meeting Date**

The meeting was scheduled for March 8, 2012 at 9 am in the District conference room.

**Adjournment**

The meeting was adjourned at 12:10 pm.