



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
April 17, 2013

Call to Order

The meeting was called to order at 3:05 pm in the District conference room.

Committee members present: Kristi Markey
Jeanne Byrne

Committee members absent: Brenda Lewis

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

Others present: Steve Thomas, ThomasBrand Consulting

Comments from the Public

No comments directed to the committee.

Action Items

1. Adopt Minutes of March 20, 2013 Committee Meetings

The minutes were adopted unanimously on a vote of 2 – 0, by Markey and Byrne. Lewis was absent for the vote.

2. Develop Public Outreach Work Plan for April through June 30, 2013

The committee expressed support for the Initial Public Outreach Initiatives submitted by Steve Thomas. Upon further discussion, committee members suggested the following.

- Refer to MPWMD as MP Water Management District or MP Water District.
- Create name tags for staff and directors.
- Include in all communications a link to info on how to report spiked water bills to the CPUC.
- Advise the public that the District is a not-for-profit agency here to resolve your water problems.
- The District is an advocate for the public on issues such as spiked water bills and the operations of local water systems.
- MPWMD should get credit for helping to develop the concept for, and supporting operation of the Monterey Peninsula Water Supply Project Governance Committee that provides transparency for the public. The District should also be acknowledged for development of a water project financing plan that would include a contribution of public funds to reduce project costs.
- Should state publicly that the MPWMD supports a publicly owned water supply. The MPWMD was formed to provide leadership and a role in public ownership.

- Develop articles about Dave Stoldt and his financial skills for inclusion in local publications such as Carmel Magazine, Carmel Pine Cone, or the Adventures section of the Herald.
- In presentations to the public, Stoldt should always say that the MPWMD is an advocate for the water user and describe financial advocacy activities.
- Prepare a biography on Stoldt that focuses on his financial knowledge.
- Schedule a tour of Sleepy Hollow and San Clemente Dam for CPUC staff.

3. Consider Funding Recommendation to Board for New exterior Building Sign Production and Installation

On a motion by Markey and second of Byrne, the committee recommended approval of funding for Option 1, plastic letters affixed to the exterior of the building at an approximate cost of \$2,125. The motion was approved unanimously on a vote of 2 – 0. Staff will confer with the sign company on the best color for the letters.

Discussion Items

4. Policy on Water Hydrant Fee for Non Profit Entities

The committee discussed a suggestion that the fee for use of water hydrants be waived for non-profit entities. Committee members expressed the following opinions on this topic. (a) Tax payer money should not be spent to subsidize non-profit entities. (b) Charge non-profits half the standard water hydrant permit fee. (c) Non-profit entity must be defined. (d) Schools could be identified as non-profits eligible for a fee waiver or reduction. (d) Eligibility could be based on status as a registered non-profit. There was consensus that the MPWMD rules should be amended to allow the general manager discretion to waive the water hydrant fee. This issue will be submitted to the Rules and Regulations Review committee with a recommendation that a new rule be developed.

5. Update on Public Locations for Distribution of Information

Stoldt advised the committee that a list of public bulletin board locations will be developed, so that MPWMD information can be posted to those bulletin boards.

6. Update on Public Outreach Activities in Progress

Discussed under item 2.

Schedule Next Meeting Date

The meeting was scheduled for May 22, 2013 at 3 pm.

Adjournment

The meeting was adjourned at 11:45 am.