



FINAL MINUTES  
Monterey Peninsula Water Management District  
Public Outreach Committee  
March 20, 2013

**Call to Order**

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

Committee members present: Kristi Markey  
Brenda Lewis (arrived at 3:08 pm)  
Jeanne Byrne

Committee members absent: None

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

**Comments from the Public**

No comments directed to the committee.

**Action Items**

1. **Adopt Minutes of February 14, 2013 Committee Meetings**  
The minutes were adopted unanimously on a vote of 2 – 0, by Markey and Byrne. Lewis was absent for the vote.

**Discussion Items**

2. **Update on Search for Public Outreach Consultant Services**  
On a motion of Markey and second of Lewis, the committee voted unanimously to recommend that the Board contract with Thomas Brand Consulting for the period of April through June 2013, for a retainer of \$3,000 per month and an additional amount that will be determined by staff and specified in the recommendation to the Board. The motion was approved on a vote of 3 – 0 by Byrne, Lewis and Markey.

In response to a question from the committee, Steven Thomas of Thomas Brand Consulting stated that his firm is not contracted with California American Water, and is no longer a client of the City of Pacific Grove. His firm does represent the Monterey Peninsula Regional Park District and the Pacific Grove Downtown Business Improvement District.

3. **Update on Outreach regarding Commercial Retrofit Requirements**  
The committee requested that at the next meeting, staff should present an update on the amount of money that has been distributed for retrofits. Pintar reported the following outreach activities. (1) Gave presentations to Pacific Grove Chamber of Commerce and the Monterey Commercial Property Owners Association (MCPOA). (2) E-blast transmitted by Monterey County Chamber of Commerce re the retrofit program. (3) California American Water (Cal-Am) will distribute a mailer that includes information on the District's program. (4) Considering development of a postcard that would be distributed to commercial water users listed on the MPWMD Water

Supply Charge database. (5) Rebate program information has been placed on the MCPOA website.

**4. Update on Public Outreach Activities in Progress**

Cal-Am is developing their spring campaign. The cost will be approximately \$72,000, and the focus of the campaign is the rebate program. The campaign will include newspaper and web advertising, also KAZU Radio and Spanish/English radio. The April Cal-Am bill will include an insert. A direct mail campaign is planned for residential and commercial customers, and high water users. In addition, in-store promotions will be offered to retailers. The committee members suggested that in the future, other items should be discussed such as continued funding for the retrofit program, and development of a more extensive email contact list. It was also proposed that the District's Water Matter's newsletter be posted on bulletin boards, in libraries and other public spaces.

**Schedule Next Meeting Date**

No date was selected.

**Adjournment**

The meeting was adjourned at 3:50 pm.

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