



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
November 14, 2013

Call to Order

The meeting was called to order at 1:00 pm in the District conference room and adjourned for lack of a quorum to 1:30 pm. The meeting reconvened at 1:30 pm.

Committee members present: Jeanne Byrne, Chair
Kristi Markey
Brenda Lewis

Committee members absent: All present

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 were directed to the committee.

Action Items

1. **Consider Adoption of August 12 and September 26, 2013 Committee Meeting Minutes**
On a motion of Markey and second by Lewis the minutes were approved as presented on a unanimous vote of 3 – 0.

Discussion Items

2. **Review Plan for Additional Public Outreach to Non-Residential Property Owners re Retrofit Requirements**
Markey offered a motion that was seconded by Lewis, to recommend a budget of \$11,000 to promote retrofit requirements to non-residential property owners. The effort should include a mailing to Cal-Am's commercial customers, and another mailing to commercial property owners. In addition, print ads should be published in the Monterey County Herald, Carmel Pine Cone and Monterey County Weekly. Any unspent funds should be allocated towards a future residential rebate advertising campaign that promotes a positive message. The motion was approved unanimously on a vote of Markey, Byrne and Lewis.
3. **Update on Joint Public Outreach Plan for Groundwater Replenishment Project (GWR)**
Thomas reported that he and staff members Stoldt, Pintar and Tavani were meeting regularly with a team from Monterey Regional Water Pollution Control Agency (MRWPCA) on a public outreach plan for the Groundwater Replenishment Project. The group is working on messaging, updating printed materials and formation of a speakers bureau. A tour of the Orange County wastewater reclamation facility will be organized for local business and community leaders. Committee members suggested that: (a) the Water Management District should have a strong

voice in planning for and promoting this project as the District provides 75 percent of the funding; (b) a member of the Water Management District Board of Directors should participate on the MRWPCA subcommittee on Groundwater Replenishment; (c) accurate costs of the project should be provided to the community; and (d) the cost for jurisdictions to treat stormwater as compared to the cost of GWR..

4. Update on Production of Winter Newsletter

The committee and staff agreed that the following topics should be incorporated into the newsletter: Local Water Project Funding program; ASR update (not critical to include); ratepayer relief bond proposal; commercial customer rebate program; photos of staff at community events; and update on steelhead fishery protection. Staff will distribute the draft newsletter to the committee for review.

5. Update on Public Outreach Activities in Progress

Staff announced that a re-design of the Water Management District website is underway, and the effort should begin in 10 days.

Schedule Next Meeting Date

The next meeting is set for December 18, 2014 at 3 pm. At that meeting the committee should discuss a 2014 public outreach plan and development of a promotional television ad.

Adjournment

The meeting was adjourned at approximately 2:40 pm.

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