



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
February 6, 2014

Call to Order

The meeting was called to order at 1:35 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne, Chair
 Kristi Markey

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 were directed to the committee.

Action Items

1. **Adopt Minutes of January 23, 2014 and November 14, 2013 Committee Meetings**
 On a motion of Markey and second by Byrne, the minutes were adopted unanimously on a vote of 2 – 0. Director Lewis was absent.

2. **Develop Plan and Budget for Public Outreach Activities for Remainder of Fiscal Year 2013-2014**
 On a motion of Markey and second of Byrne, the committee voted to recommend that the mid-year budget adjustment include an increase in the monthly retainer for Thomas Brand Consulting (TBC) to \$4,500 per month, based on an expansion to the TBC Scope of Work. The motion was approved on a vote of 2 – 0. Director Lewis was absent.

3. **Develop Recommendation to the Board on a Plan for Submission and Review of Arguments For or Against the Monterey Peninsula Water System Local Ownership and Cost Savings Initiative**
 There was consensus to recommend that the Board of Directors remain neutral on the ballot measure, and not review the arguments. Instead, the General Manager can review with the assistance of other staff and District Counsel. If an argument is submitted that makes inflammatory or inaccurate statements about the Water Management District, the General Manager could sign a rebuttal statement.

Discussion Items

4. **Report on Status and Direction of Joint Outreach Program on Groundwater Replenishment Project**
 During the discussion, Stoldt reported that a new GWR project logo is under development.

Final design and approval of the logo must occur soon because it will be used on signage at the pilot project, and in materials under preparation for the tour of Orange County wastewater reclamation facilities planned for March 11, 2014. The committee members reviewed logo concept drawings and expressed a preference for one design, with some suggested modifications. It was agreed that a modified logo would be emailed to the committee members for review. A revised GWR project brochure will also be sent to the committee for review and comment.

Thomas advised the committee that the Water Management District had taken on the role of project manager for public outreach on GWR, with creative, budgetary and administrative oversight. He would work with Stoldt and Pinar, and provide timely updates to the Public Outreach Committee and will work under the direction and approval of the Committee. Karen Harris of the Monterey Regional Water Pollution Control Agency (MRWPCA) will serve as liaison to the MRWPCA and bring forward any concerns or input from the agency regarding GWR public outreach initiatives. The MRWPCA will also provide support to the committee through preparation and distribution of agendas for the joint GWR public outreach committee. At a future meeting, Water Management District staff will brief the Public Outreach Committee on the joint GWR outreach committee's plans and ask for direction and guidance on the outreach plan. Byrne stated that the Joint Ad-Hoc GWR committee should meet to discuss project spending priorities before staff moves forward with the GWR public outreach program.

5. Update on Production of Winter Newsletter

No discussion.

6. Update on Public Outreach Activities in Progress

No discussion.

Schedule Next Meeting Date

No discussion.

Adjournment

The meeting was adjourned at 3:20 pm.

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