



FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*January 23, 2014*

**Call to Order**

The meeting was called to order at 3:45 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**

Dale Hekhuis stated that if public outreach is focused on conservation, the Water Management District's credibility will be questioned. He encouraged the committee to expedite groundwater replenishment to ensure project completion by 2016. Hekhuis recommended that the Water Management District to utilize the Monterey County Herald editorial page as a means to distribute its message. In addition, acceleration of the DeepWater Desal investigations should be a priority.

**Action Items**

**1.     Develop Plan and Budget for Public Outreach Activities for Remainder of Fiscal Year 2013-2014**

On a motion by Markey, the committee recommended the Conservation/Drought activities outlined in the Draft Public Outreach Plan & Budget for Remainder of FY 13-14 be included as part of the drought action plan to be discussed at the 1/29/14 Board meeting. Approval of budget related items will be presented at a later date. The motion was passed unanimously on a vote by Markey and Byrne. Lewis was absent.

During the public comment period on this item, Dale Hekhuis stated that if the Groundwater Replenishment Project can't come on line before 2017, the public will not support it.

**Discussion Items**

**2.     Review Plan for Joint Outreach Program on Groundwater Replenishment Project**

The committee reviewed and provided comments on a draft brochure on the Groundwater Replenishment Project(GWR). There was consensus that the brochure should focus on a description of GWR and its benefits, and that design could be improved. It was suggested that the Water Management District should take the lead on public outreach for GWR.

**3. Update on Production of Winter Newsletter**

Staff reported that a newsletter should be produced by mid February. Topics could include: water supply status update; action taken by the Board on the Public Water Now petition initiative; update on Groundwater Replenishment; status of DeepWater Desal project planning; and an explanation of surcharges on the Cal-Am bill.

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

Stoldt reported that the Water Management District had been featured on television news reports six times over the last 30 days. The Carmel Pine Cone published an article on the ratepayer relief legislation. The Monterey County Herald published an article on the drought and local conservation measures. Stoldt met with the editor of the Monterey County Herald, and planned to meet with the editor of the Monterey County Weekly to review the ratepayer relief legislation.

**Schedule Next Meeting Date**

The meeting was scheduled for February 6, 2014 at 1:30 pm.

**Adjournment**

The meeting was adjourned at approximately 5:15 pm.

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