



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
June 5, 2014

Call to Order

The meeting was called to order at 1:40 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, Thomas Brand Consulting

Comments from the Public: Bill Carrothers submitted information on the proposed California Water Action Plan, including ideas for updates to California groundwater law. He stated that since Measure O was not approved by the voters, Monterey County can move forward on groundwater management with new ideas other than mining groundwater.

Action Items

1. Review Scope for Public Outreach and Communication Services with Thomas Brand Consulting for Fiscal Year 2014-2015

On a motion by Markey and second of Byrne, the committee voted to recommend that the Board of Directors approve an expenditure of \$51,600 for Thomas Brand Consulting to complete the scope of work submitted for review. The motion was approved on a vote of 2 – 0 by Markey and Byrne. Director Lewis was absent for the vote. No public comment was directed to the committee on this item.

Discussion Items

2. Discuss Response to Preliminary Results of Measure O Vote

There was consensus that the Water Management District should publish a guest commentary in the Monterey County Herald, stating that the Measure O distraction is over and the District continues on the path to solve local water problems. This would also be an opportunity to update the community on the Water Management District's role in developing a solution. The committee asked to review the draft commentary prior to submission to the Herald. No public comment was directed to the committee on this item.

3. Discuss Formation of Small Water Agency Coalition

District staff was in the process of identifying agencies to invite to participate. An update would be provided at a future committee meeting.

4. Update on Public Outreach Activities in Progress

The committee reviewed a mailer that was distributed to non-residential water users regarding rebates for commercial-grade high-efficiency clothes washers. Work continued on updating the District's website and a beta-version would be available for review in August. The District and Cal-Am were coordinating efforts on water conservation outreach. The May 10, 2014 rainwater harvesting class was well attended, and the next seminar on greywater was approximately 75% full. The District conducted a "rebate day" at Home Depot on May 17, 2014. Additional opportunities are available at other retail locations, and directors are invited to participate. It was suggested that neighborhood associations be contacted about receiving a presentation from Directors and Water Management District staff.

Schedule Next Meeting Date

Meetings were set for June 12, 2014 at 4:30 pm, and July 23, 2014 at 1:30 pm.

Adjournment

The meeting was adjourned at 12:10 pm.

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