



FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*March 30, 2015*

**Call to Order**

The meeting was called to order at 3:38 pm in the Water Management District conference room.

Committee members present: Kristi Markey (arrived at 3:45 pm)  
Jeanne Byrne  
Brenda Lewis

Committee members absent: None

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:** No comments presented.

**Action Items**

1. **Consider Adoption of Minutes of January 14, 2015 Committee Meeting**  
On a motion by Lewis and second of Byrne, the committee approved the January 14, 2015 minutes on a vote of 2 – 0 by Lewis and Byrne. Markey was absent for the vote.
2. **Consider Development of Recommendation to the Board of Directors re Adoption of 2014 MPWMD Annual Report**  
The committee reviewed the report and provided comments to be incorporated into the final draft for submission to the Board of Directors at the April 20, 2015 Board meeting.
3. **Develop Public Workshops on Revised Rationing Plan**  
The committee members agreed that the Water Demand Committee should review and comment on proposed modifications to the plan, and at that time a decision could be made as to the scope of a public outreach effort

**Discussion Items**

4. **Publication of Guest Opinion in the Monterey County Herald**  
There was consensus among the committee members that following review of the proposed revisions to the Water Conservation and Standby Rationing Plan, Stoldt could author a guest opinion for the Monterey County Herald. The article would summarize the rationing plan changes and include info on steps the Water Management District has taken on water supply project development. The article could also feature workshops conducted by Water Management District staff on rainwater catchment systems, and laundry-to-landscape greywater systems.

**5. Review MPWMD Website Upgrade Beta Site**

The beta site was not ready for review. The navigation bar and drop-down menus will be presented for review and comment at the next Public Outreach Committee meeting. The beta site will be presented to the Board of Directors for review at the May 18, 2015 Board meeting.

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

Thomas presented a list of public outreach activities in progress. The committee discussed a plan for outreach to commercial water users about implementation of rules for outdoor restaurant seating that focuses on notification to property owners and business owners by mail about the regulations. Staff can also distribute informational cards to management staff at affected businesses. Water Management District staff will coordinate with hospitality industry representatives on getting the message out. It was suggested that jurisdictions could send a notice along with their annual reminder about renewal of business licenses. It was also suggested that staff conduct a workshop on water catchment systems for the local chapter of the American Institute of Architects, and structure the program so that it qualifies for learning units.

**7. Progress Report on Pure Water Monterey Project**

The committee reviewed a brochure on the Pure Water Monterey program designed specifically for federal agency representatives. Other documents will be developed. On April 13 and 14, 2014, Stoldt has scheduled meetings in Washington DC with aides representing Barbara Boxer, Diane Feinstein, Sam Farr and David Valadeo. Meetings are also set with representatives from the US Bureau of Reclamation and Department of Agriculture. These meetings are intended to educate policy makers about the program and obtain support for funding through federal grant and loan opportunities. Stoldt will be joined in this effort by David Potter and representatives from the Monterey Regional Water Pollution Control Agency.

**Schedule Next Meeting Date**

The meeting was set for April 16, 2015 at 1 pm.

**Adjournment**

The meeting was adjourned at 4:55 pm.