



**Final Minutes
Public Outreach Committee Meeting
Monday, April 27, 2026, at 2:00 p.m.
Meeting Location: Zoom**

Call to Order / Roll Call

Chair Lindor called the meeting to order at 2:03 p.m.

Committee Members Present

Rebecca Lindor, Chair
Alvin Edwards
Marianne Gawain

Committee Members Absent

None

District Staff Members Present

Dave Stoldt, General Manager
Mike McCullough, Assistant General Manager
Stephanie Locke, Water Demand Manager
Sara Reyes, Board Clerk

District Counsel Present

Michael Laredo, De Lay & Laredo

Additions and Corrections to the Agenda

None

Comments from the Public

Chair Lindor opened the Public Comment period; however, no comments were received.

Action Items

Chair Lindor introduced the item.

1. Consider Adoption of Committee Meeting Minutes from February 24, 2026

On a motion by Gawain and seconded by Edwards, the minutes of the February 24, 2026, committee meeting were approved on a roll call vote of 3 Ayes (Edwards, Gawain and Lindor), and 0 Noes.

Discussion Items

Chair Lindor introduced the item.

2. Status of Public Outreach Projects

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide deck titled, *MPWMD Public Outreach Report (February 25 to April 27)*. The presentation can be found on the District website.

Mr. Wellman reported on recent outreach activities and performance metrics, including the following:

- E-newsletters: Reported strong engagement (approx. 20,500 delivered; 31–34% open rates; 116–129 clicks), including issues featuring Steelhead, Fix a Leak Week, and the Annual Report.
- Mulch Madness (March 26): 212 vehicles; 700 bags; 75 truckloads distributed.

- Earth Day: Free hose-nozzle giveaway; 256 distributed, with additional distribution planned at upcoming events.
- Annual Report: 20,000 copies inserted in the *Monterey County Weekly* (April 23) and distributed via email; staff relayed positive feedback from the Weekly's publisher.
- NPR underwriting: Announced a six-month agreement beginning May 1 (66 fifteen-second spots/month) at a cost of a little under \$2,000/month.

Stephanie Kister provided an overview of planned content for the Summer Splash campaign launching July 1, themed "Global Water Use." The campaign will focus on virtual water and water footprint concepts, emphasizing water use across agriculture, industry, and energy production, and the impact of consumer choices. Planned content includes a video on water use in data centers/AI and the return of a water footprint calculator/quiz. Ms. Kister noted that prizes will be similar to last year with minor adjustments and invited Committee input.

Phil Wellman announced a joint project with Monterey One Water to produce a documentary, *Secure the Future*, highlighting the development of Pure Water Monterey and efforts to restore the Carmel River. The film is expected to be completed by October. He also noted that filming has begun, including recent shoots along the Carmel River and at Pure Water Monterey facilities, with project costs to be shared through Monterey One Water.

3. Update on Activities to Date

Assistant General Manager Mike McCullough reported on recent community outreach and visibility efforts. He highlighted meetings with Del Monte Center representatives to address compliance issues, noting positive collaboration with staff. He also described a recent briefing with Naval Support and Presidio leadership to educate them on the District's role, which was well received. Additionally, Mr. McCullough noted his attendance at an April State Water Board meeting, emphasizing the importance of maintaining a visible presence with state officials.

4. Update on Citizens' Water Panel

Mike McCullough provided an update on the Citizens Water Panel. Board members were reminded to submit their appointees by May 10, with several already received and a reminder planned for May 1. Stakeholder statements of intent will also be reviewed on May 10. Once panel members are finalized, staff will develop an educational program aimed at informing participants and expanding community awareness of District initiatives. Mr. McCullough expressed enthusiasm for the panel and broader outreach efforts.

Suggest Items to Be Placed on a Future Agenda

No items were received.

Adjournment

There being no further business, Chair Lindor adjourned the meeting at 2:30 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on June 29, 2026.
Received by the MPWMD Board of Director's on July 20, 2026.