



AGENDA
Public Outreach Committee

Monday, April 28, 2025, at 2:00 p.m. | *Virtual Meeting*

COMMITTEE MEMBERS		<u>Mission Statement</u>
Alvin Edwards – Chair	Staff:	Sustainably manage and augment the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its natural and human environments.
Karen Paull	David J. Stoldt, General Manager	
Rebecca Lindor	Stephanie Locke, Water Demand Manager	
Alternate:		<u>Vision Statement</u>
Amy Anderson		Model ethical, responsible, and responsive governance in pursuit of our mission.
		<u>Board's Goals and Objectives</u>
		Are available online at https://www.mpwmd.net/who-we-are/mission-vision-goals/

Join the meeting at:

<https://mpwmd-net.zoom.us/j/83189352227?pwd=MIRaKqbmX7uLdsX3ySmb530SzT6t4.1>

Webinar ID: **831 8935 2227** | Password: **042825** | To Participate by Phone: **(669) 900-9128**

For detailed instructions on how to connect to the meeting, please click the link below:

<https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>

Copies of the agenda packet are available for review on the District website (www.mpwmd.net) and at
5 Harris Court, Bldg. G, Monterey, CA.

Call to Order / Roll Call

Additions and Corrections to the Agenda

Comments from Public – *The public may comment on any item within the District's jurisdiction. Please limit your comments to three (3) minutes in length.*

Action Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

1. Consider Adoption of Committee Meeting Minutes from February 25, 2025

Discussion Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

2. Status of Public Outreach Projects / WellmanAd (Verbal Report)

3. Extent of Public Update to be provided for Water Supply Charge During the Various Stages of the Litigation
4. Committee Activities Related to Adopted 2025 Strategic Goals and Objectives
5. Update on Annual Report Publication and Distribution
6. Public Experience with District Web Page

Suggest Items to be Placed on Future Agendas

Adjournment

Accessibility

In accordance with Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), MPWMD will make a reasonable effort to provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. MPWMD will also make a reasonable effort to provide translation services upon request. Please send a description of the requested materials and preferred alternative format or auxiliary aid or service at least 48 hours prior to the scheduled meeting date/time. Requests should be forwarded to Sara Reyes by e-mail at sara@mpwmd.net or at (831) 658-5610.

Options for Providing Public Comment

Submission of Written Public Comment

Send written comments to District Office, 5 Harris Court, Building G, Monterey, CA or online at comments@mpwmd.net. Include the following subject line: "PUBLIC COMMENT ITEM #" (insert the agenda item number relevant to your comment). Written comments must be received by 12:00 PM on Monday, April 28, 2025. All submitted comments will be provided to the Committee, compiled as part of the record, and placed on the District's website as part of the agenda packet for the meeting. Correspondence is not read during public comment portion of the meeting.

Instructions for Connecting to the Zoom Meeting can be found at <https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>

Refer to the Meeting Rules to review the complete Rules of Procedure for MPWMD Board and Committee Meetings: <https://www.mpwmd.net/who-we-are/board-of-directors/meeting-rules-of-the-mpwmd/>

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PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

1. CONSIDER ADOPTION OF FEBRUARY 25, 2025 COMMITTEE MEETING MINUTES

Meeting Date: April 28, 2025

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Attached as **Exhibit 1-A** are the draft minutes of the Public Outreach Committee meeting held on February 25, 2025.

RECOMMENDATION: The Public Outreach Committee should review and adopt the minutes by motion.

EXHIBIT

1-A Draft Minutes of February 25, 2025 Public Outreach Committee Meeting

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EXHIBIT 1-A

Draft Minutes Public Outreach Committee Meeting Tuesday, February 25, 2025, at 2:00 p.m. Meeting Location: Zoom

Call to Order / Roll Call

Chair Edwards called the meeting to order at 2:07

Committee Members Present

Alvin Edwards, Chair
Amy Anderson (Alternate)
Rebecca Lindor

Committee Members Absent

Karen Paull

District Staff Members Present

David Stoldt, General Manager
Stephanie Kister Campbell, Conservation Analyst
Sara Reyes, Board Clerk

District Staff Members Absent

None

District Counsel Present

Michael Laredo, De Lay & Laredo

Additions and Corrections to the Agenda

None

Comments from the Public

None

Action Items

1. Consider Adoption of Committee Meeting Minutes from August 26, 2024

On a motion by Edwards and seconded by Anderson, the minutes of the August 26, 2024, committee meeting were approved on a roll call vote of 3 Ayes (Edwards, Anderson and Lindor) and 0 Noes.

2. Adopt 2025 Committee Meeting Schedule

Chair Edwards introduced this item and opened public comment; however, no comments were made to the committee.

Director Lindor offered a motion to adopt the 2025 meeting schedule. Director Anderson seconded the motion. The motion passed on a roll call vote of 3 Ayes (Edwards, Anderson and Lindor) and 0 Noes.

Discussion Items

3. Status of Public Outreach Projects

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide-deck titled, “MPWMD Public Outreach Report/September 1 to February 25.” A copy of the presentation is available at the District office and can be found on the District website. Mr. Wellman highlighted the following:

September 2024

- Half-page Brand Ad (Co-sponsored by California-American Water) in the Monterey County Weekly and the Carmel Pine Cone on becoming a Model Water Efficient Landscape Ordinance (MWELO) Certified Irrigation Auditor
- Newsletter distributed announcing the Pure Water Monterey Recycled Water Project receives prestigious award

October 2024

- Newsletter distributed announcing the District was recognized for excellence in financial reporting

November 2024

- Brand Ad highlighting the amount of Steelhead rescued since 1989
- Newsletter highlighting the Steelhead Restoration story

December 2024

- Social Media posts highlighting the Steelhead Restoration story
- Brand Ad addressing irrigation alert
- Newsletter announcing the 2025 Expansion, Water Allocation and lifting the CDO

January 2025

- Social Media boost announcing same information as December 26 newsletter
- Brand Ad advertising the Gizmo/Rainfall & Streamflow gauge
- Newsletter titled “Get the Same Access to Rainfall and Streamflow Data as our Hydrologists”.

February 2025

- Social Media posts highlighting the January 30 newsletter
- Brand Ad on ASR Injection in the Monterey County Weekly and Carmel Pinecone
- Social Media Boost
- Newsletter announcing Free Landscape Seminars

Website Update

- New website launched in October 2024
- ADA Compliance tools added

2025 Plan - Lift the Cease and Desist Order

- Develop a 2-3 minute video to expand awareness, inform, and gather support

4. 2025 Water Conservation Class Schedule

Stephanie Kister Campbell, provided a brief report and shared a web page from montereywaterinfo.org listing the Monterey Water Conservation Landscape classes sponsored by MPWMD, California American Water, and the Water Awareness Committee. Ms. Kister reported all 12 classes teach four principles: 1) water-efficient irrigation, 2) building a healthy “living” soil, 3) appropriate plant selection, and 4) encouragement of rainwater capture.

Suggest Items to Be Placed on a Future Agenda

No items were presented.

Adjournment

There being no further business, Chair Edwards adjourned the meeting at 3:05 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on _____.

Received by the MPWMD Board of Director's on _____.

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