



This meeting is not subject to Brown Act noticing requirements. The agenda is subject to change.

**Public Outreach Committee Members:**

*Mary Adams, Chair  
Alvin Edwards  
George Riley*

**Alternate:**

*Gary Hoffmann*

**Staff Contacts:**

*Stephanie Locke  
Arlene Tavani*

*After staff reports have been distributed, if additional documents are produced by the District and provided to the Committee regarding any item on the agenda they will be made available on the District's website prior to the meeting. Documents distributed at the meeting will be made available upon request and posted to the District's website within five days following the meeting.*

AGENDA  
**Public Outreach Committee  
of the Monterey Peninsula Water Management District**  
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Monday, August 24, 2020, 4 pm, Virtual Meeting

Pursuant to Governor Newsom's Executive Orders N-29-20 and N-33-20, and to do all we can to help slow the spread of COVID-19 (coronavirus), meetings of the Monterey Peninsula Water Management District Board of Directors and committees will be conducted with virtual (electronic) participation only using WebEx.

Join the meeting at:

<https://mpwmd.webex.com/mpwmd/onstage/g.php?MTID=e252e155e4376ae9e78d4f9c13265dd23>

Or access the meeting at: [mpwmd.webex.com](https://mpwmd.webex.com).

Event number: 126 215 6855

Meeting password: WaterInfo

Participate by phone: 877-668-4493

**For detailed instructions on connecting to the WebEx meeting see page 2 of this agenda.**

**Call to Order**

**Comments from Public**

*The public may comment on any item within the District's jurisdiction. Please limit your comments to three minutes in length.*

**Action Items – Public comment will be received on all Action Items**

1. Consider Adoption of July 27, 2020 Committee Meeting Minutes
2. Discuss Alternatives Regarding Selection of a Public Outreach Consultant

**Discussion Items - Public comment will be received**

3. Suggest Items to be Placed on Future Agendas

**Adjournment**

Upon request, 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. Submit requests by noon on Friday, August 24, 2020, to the Board Secretary, [arlene@mpwmd.net](mailto:arlene@mpwmd.net) or call 831-658-5652.

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## Instructions for Connecting to the WebEx Meeting

Note: If you have not used WebEx previously, when you begin connecting to the meeting you may be asked to download the app. If you do not have a computer, you can participate by phone.

**Begin:** Within 10 minutes of the meeting start time, from your computer click on this link:  
<https://mpwmd.webex.com/mpwmd/onstage/g.php?MTID=e252e155e4376ae9e78d4f9c13265dd23>  
or copy and paste the link into your browser, or go to: [mpwmd.webex.com](https://mpwmd.webex.com).

Under “Join a Meeting” enter the event number 126 215 6855, hit the enter key and when prompted enter the meeting password WaterInfo, click “Next” and see the dropdown menu at the bottom of the screen “Use computer for audio” and select the method you will use to hear the meeting – see below.

### 1) Audio and video connection from computer with WebEx app – view participants/materials on your screen

Click on the “Use computer for audio” drop down list  
Click “Join Meeting”  
Once in the meeting, mute your microphone.  
Turn your microphone on when it is your turn to speak.

### 2) View material on your computer screen and listen to audio on your phone

From the “Use computer for Audio” drop down list select “Call In”  
Click on “Join Meeting” / You will see a toll-free telephone number, access code, and attendee ID # -- enter these numbers on your phone.  
Mute the microphone on your computer.  
Disable computer speakers using the Settings menu.

**Join by phone only** (no computer) dial 1-877-668-4493 and use the meeting number above.

## Present Public Comment

- 1) Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes.
  - (a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, please identify yourself.
  - (b) Phone audio connection: Press \*9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press \*9 to end the call.
- 2) For Action and Discussion Items the Chair will receive a presentation from staff and the Directors may ask questions. Following the question and answer period, the Chair will ask for comments from the public.

## Submit Oral or Written Comments

If you are unable to participate via telephone or computer to present oral comments, you may also submit your comments by e-mailing them to [comments@mpwmd.net](mailto:comments@mpwmd.net) with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT – ORAL COMMUNICATIONS". Comments must be received by 12:00 p.m. on Monday, August 24, 2020. Comments submitted by noon will be provided to the Board of Directors and compiled as part of the record of the meeting.

**PUBLIC OUTREACH COMMITTEE**

**1. CONSIDER ADOPTION OF JULY 27, 2020 COMMITTEE MEETING MINUTES**

<b>Meeting Date:</b>	<b>August 24, 2020</b>	<b>Budgeted:</b>	<b>N/A</b>
<b>From:</b>	<b>David J. Stoldt, General Manager</b>	<b>Program/ Line Item No.:</b>	<b>N/A</b>
<b>Prepared By:</b>	<b>Arlene Tavani</b>	<b>Cost Estimate:</b>	<b>N/A</b>

**General Counsel Review: N/A**  
**Committee Recommendation: N/A**  
**CEQA Compliance: No CEQA Review Required**

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**SUMMARY:** Attached as **Exhibit 1-A** are draft minutes of the July 27, 2020 committee meeting.

**RECOMMENDATION:** The committee should review and approve the draft minutes.

**EXHIBIT**

**1-A** Draft minutes of the July 27, 2020 committee meeting



**EXHIBIT 1-A**

**DRAFT MINUTES  
Monterey Peninsula Water Management District  
Public Outreach Committee  
July 27, 2020**

**Call to Order**

The meeting was called to order at 3:30 pm in the Water Management District conference room.

Committee members present: Mary Adams - Chair  
Alvin Edwards  
George Riley

Committee members absent: None

District staff members present: David Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Arlene Tavani, Executive Assistant

**Comments from the Public:** No comments were directed to the committee.

**Action Items**

- 1. Consider Adoption of June 3, 2020 Committee Meeting Minutes**  
On a motion by Edwards and second of Riley, the minutes were adopted on a unanimous vote of 3 – 0 by Edwards, Riley, and Adams.
- 2. Consider Recommendation to the Board of Directors re Selection of a Public Outreach Consultant**  
Riley offered a motion that was seconded by Edwards to submit this item for consideration to the Board of Directors without a recommendation. The motion was approved on a unanimous vote of 3 – 0 by Riley, Edwards, and Adams. Committee Chair Adams requested that this item be considered at the July 31, 2020 Special Board meeting.

Public Comment: **(a) Phil Wellman**, Strategic Brand Marketing & Advertising, stated that it will be important to build trust within the community in the District's ability to manage the water supply. He advised that he has worked with public agencies, non-profits, and private companies within Monterey County, and that his prior work with the Measure J campaign would have no direct bearing on work he would do for the District. **(b) Terry Feinberg**, Strategy Marketing Planning, stated that he had many years' experience working with private companies and government entities. He explained that running a one-man shop frees him to focus on strategic communications, media, and public relations and to work with creative people who charge lower rates than the large companies.

**Discussion**

- 3. Suggest Items to be Placed on Future Agendas**  
(1) The committee should discuss development of a position on the desalination project for

presentation to the California Coastal Commission. The committee could decide in what format the statement should be presented: in person or by letter. The committee's recommendation would be submitted to the Board for consideration. (2) Determine what the Committee's and/or Board of Directors' role would be in carrying out the public outreach plan proposed by the consultant.

Public Comment: **(a) Phil Wellman** suggested that at the July 31, 2020 Special Board meeting, each of the three public outreach consultants under consideration be given the opportunity to make a short presentation. **(b) Terry Feinberg** asked if the applicants could submit a supplemental addendum to their submissions. *Committee Chair Adams stated that no supplemental information should be submitted, but a brief presentation to the Board from each applicant on July 31, 2020 would be appropriate.*

### **Adjournment**

The meeting was adjourned at 5:15 pm.

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