

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



**Public Outreach
Committee Members:**

*Marc Eisenhart, Chair
Amy Anderson
George Riley*

Alternate:

Alvin Edwards

Staff Contacts:

*David J. Stoldt,
General Manager*

*Stephanie Locke,
Water Demand Manager*

*Phil Wellman with
Wellman Ad, Public
Outreach Consultant*

*Sara Reyes,
Board Clerk*

Mission Statement

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.

Vision Statement

Model ethical, responsible, and responsive governance in pursuit of our mission.

Board's Goals and Objectives

Are available online at: <https://www.mpwmd.net/who-we-are/mission-vision-goals/bod-goals/>

AGENDA

**Public Outreach Committee
of the Monterey Peninsula Water Management District**

Monday, August 26, 2024 at 3:00 p.m. [PST]

Join the Virtual Meeting at:

<https://mpwmd-net.zoom.us/j/85837720828?pwd=tGg0SHZhUOzhEX8mwkZfcNKQ3ZY9RX.1>

Or access the meeting at: <https://zoom.us/>

Webinar ID No.: 858 3772 0828

Webinar Password: 082624

Participate by phone: (669) 900-9128

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

Call to Order / Roll Call

Comments from the 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 on all Action Items. Please limit your comments to three minutes in length.*

1. Consider Adoption of June 24, 2024 Committee Meeting Minutes

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. Discuss WaterReuse "Recycled Water Customer of the Year" Award
4. Suggest Items to be Placed on a Future Agenda

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. Submit requests at least 48 hours prior to the scheduled meeting date/time to Sara Reyes, Board Clerk by e-mail at sara@mpwmd.net or at (831) 658-5610.

Provide Public Comment at the Meeting

Attend via Zoom: See below “Instructions for Connecting to the **Zoom Meeting**”

Submission of Public Comment via E-mail

Send comments to 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." Staff will forward correspondence received to the Board. Correspondence is not read during public comment portion of the meeting. However, all written public comment received becomes part of the official record of the meeting and placed on the District’s website as part of the agenda packet for the meeting.

Submission of Written Public Comment

All documents submitted by the public must have no less than one (1) copy to be received and distributed by the **Clerk** prior to the Meeting.

Document Distribution

In accordance with Government Code §54957.5, any materials of public record relating to an agenda item for a meeting of the Board of Directors that are provided to a majority of the members less than 72 hours before the meeting will be made available at the **District Office, 5 Harris Court, Building G, Monterey, CA**, during normal business hours. Materials of public record that are distributed during the meeting shall be made available for public inspection at the meeting if prepared by the Board or a member of its legislative/advisory body, or the next business day after the meeting if prepared by some other person.

Instructions for Connecting to the **Zoom Meeting**

The public may remotely view and participate in the meeting to make public comment by computer, by phone or smart device.

Please log on or call in as early as possible to address any technical issues that may occur and ensure you do not miss the time to speak on the desired item. Follow these instructions to log into Zoom from your computer, smart device or telephone. (Your device must have audio capability to participate).

Join the Virtual Meeting at:

<https://mpwmd-net.zoom.us/j/85837720828?pwd=tGg0SHZhUOzhEX8mwkZfcNKQ3ZY9RX.1>

Or access the meeting at: <https://zoom.us/>

Webinar ID No.: 858 3772 0828

Webinar Password: 082624

Participate by phone: (669) 900-9128

1. Use the “raise hand” function to join the queue to speak on the current agenda item when the Chair calls the item for Public Comment.

COMPUTER / SMART DEVICE USERS: You can find the raise hand option under your participant name.

TELEPHONE USERS: The following commands can be entered using your phone’s dial pad:

- *6 – Toggle Mute / Unmute
 - *9 – Raise Hand
2. Staff will call your name or the last four digits of your phones number when it is your time to speak.
 3. You may state your name at the beginning of your remarks for the meeting minutes.
 4. Speakers will have up to three (3) minutes to make their remarks. *The Chair may announce and limit time on public comment.*
 5. You may log off or hang up after making your comments.

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/>

U:\staff\Board_Committees\PublicOutreach\2024\08262024\Aug-26-2024-Public-Outreach-Comm-Agenda.docx

PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF THE JUNE 24, 2024 COMMITTEE MEETING MINUTES

Meeting Date: August 26, 2024

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Exhibit 1-A are draft minutes of the June 24, 2024 committee meeting for review and consideration for approval.

RECOMMENDATION: The committee should review and approve the draft meeting minutes by motion.

EXHIBITS

1-A Draft Minutes of the June 24, 2024 Committee Meeting



EXHIBIT 1-A

Draft Minutes Monterey Peninsula Water Management District Public Outreach Committee Monday, June 24, 2024

Call to Order | Roll Call

General Manager David Stoldt called the meeting to order at 3:08 p.m.

Committee members present: Amy Anderson (arrived at 3:10 p.m.)
George Riley
Alvin Edwards (Alternate)

Committee members absent: Marc Eisenhart – Chair

District staff members present: David J. Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Phil Wellman, Public Outreach Consultant with WellmanAd
Sara Reyes, Executive Assistant/Board Clerk

District Counsel Present: Michael Laredo with De Lay and Laredo

Comments from the Public: General Manager Stoldt opened public comment; *no comments were directed to the committee.*

Action Item

1. Consider Adoption of April 29, 2024 Committee Meeting Minutes

General Manager Stoldt introduced the matter and opened public comment; no comments were directed to the committee.

A motion was made by Director Riley with a second by Director Edwards to approve the April 29, 2024, Committee meeting minutes. The motion passed on a roll-call vote of 2-Ayes (Riley and Edwards), 0-Noes and 1-Absent (Anderson).

Discussion Items

2. Status of Public Outreach Projects / WellmanAd

Phil Wellman, Public Outreach Consultant with WellmanAd presented via slide-deck entitled, MPWMD Public Outreach Report / June 24, 2024. A copy of the presentation is

available on the District website and available upon request at the District office. Mr. Wellman covered projects completed to include:

- May Newsletter in print and social media posts highlighting Pure Water Monterey (PWM) Expansion
- May Branding Ads highlighting PWM
- May Press Release titled “Pure Water Monterey Expansion Project Reaches Final Milestone on the Road to a Sustainable Peninsula Water Supply”
- June Newsletter, Branding Ads, and social media posts highlighting Rainwater from the Carmel River injected into the Seaside Groundwater Basin
- Summer Splash Campaign in print and social media posts
- Website Redesign

Committee discussion ensued.

3. Board Participation with District Staff at Community Events

General Manager Stoldt reported this was an item requested by Director Eisenhart. As a response to his request, staff will identify the events District staff participates in and provide this information to the committee.

4. Suggest Items to be Placed on a Future Agenda

- Filing a petition for modification of the Cease and Desist Order

Adjournment

There being no further business, General Manager Stoldt adjourned the meeting at 3:58 p.m.

/s/ Sara Reyes

Sara Reyes, Committee Clerk
to the Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on _____, 2024

Received by the MPWMD Board of Directors on _____, 2024

U:\staff\Board_Committees\PublicOutreach\2024\08262024\Action Item\01\Item-1-Exh-1-A.docx



August 19, 2024

Dave Stoldt
dstoldt@mpwmd.net

Dear Dave,

Congratulations! *Monterey Peninsula Water Management District and California American Water* have been selected as winners of the 2024 WaterReuse California Awards for Excellence in the category of **Recycled Water Customer of the Year**. These awards recognize individuals and/or projects that are making significant contributions in support of greater adoption of water reuse.

The award presentation will take place at our Awards for Excellence Luncheon on Monday, September 16, 2024 at 11:45-1:45 pm during the 2024 WaterReuse California Annual Conference in Garden Grove, CA. You can find more information [HERE](#).

We ask that you submit a one paragraph (no more than 125 words) description of your winning entry no later than **August 30, 2024**. This description will be used in the program at the Awards Luncheon. Please submit the paragraph to Brian Ray at bray@watereuse.org.

We will show the 1-minute video provided in your application during the Luncheon. If you did not submit a video, or would like to submit an updated video, please do so by **September 6, 2024**. Videos must be no longer than 1 minute in length. Please submit your video to Brian Ray at bray@watereuse.org.

We hope you or a representative from the winning organization will join us in person for the award presentation. To prepare for the Awards for Excellence Luncheon and presentation, please provide the name of the person(s) who will accept the award to Brian Ray (bray@watereuse.org) by **September 6, 2024**.

Due to the timing of media announcements, anticipation in learning the names of the winners at the conference and other considerations, we respectfully request your cooperation in not publicizing your award until after the September 16th ceremony. Thank you!

If you have any questions, please contact Brian Ray at bray@watereuse.org. Once again, congratulations and thank you for your leadership and efforts on behalf of water recycling!

Regards,

A handwritten signature in black ink, appearing to read "Brenley McKenna", written over a light blue grid background.

Brenley McKenna
Managing Director