



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

Public Outreach Committee Members:
George T. Riley, Chair
Amy Anderson
Karen Paull

Alternate:
Alvin Edwards

Staff Contacts:
David J. Stoldt,
General Manager

Stephanie Locke,
Water Demand Manager

Phil Wellman with
Wellman Ad, Public
Outreach Consultant

Kristina Pacheco,
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 28, 2023 at 3:00 p.m. [PST]

Join the Virtual Meeting at:
<https://mpwmd-net.zoom.us/j/82357520746?pwd=K1ZMOFIENkg5VmxjSWxmYURyK2lhQT09>

Or access the meeting at: <https://zoom.us/>
Webinar ID No.: 823 5752 0746
Webinar Password: 08282023
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 26, 2023 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
3. Discuss Current Status of Plans for Possible Hearing of Necessity Regarding the Acquisition of the Monterey Water System (Measure J)
4. Suggest Items to be Placed on a Future Agenda (Verbal Report)

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: (1) Kristina Pacheco, Board Clerk by e-mail at kristina@mpwmd.net, or at (831) 658-5652; and (2) Sara Reyes, Sr. Office Specialist 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).

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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/>

PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF JUNE 26, 2023 COMMITTEE MEETING MINUTES

Meeting Date:	August 28, 2023	Budgeted:	N/A
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	N/A
Prepared By:	Kristina Pacheco	Cost Estimate:	N/A

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

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the June 26, 2023 committee meeting for your 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 26, 2023 Committee Meeting



EXHIBIT 1-A

**Minutes (Draft)
Monterey Peninsula Water Management District
Public Outreach Committee
Monday, June 26, 2023**

Call to Order | Roll Call

Chair Riley called the meeting to order at 3:13 p.m.

Committee members present: George T. Riley – Chair
Amy Anderson
Karen Paull

Committee members absent: None

District staff members present: David J. Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Phil Wellman, Public Outreach Consultant with WellmanAd
Sara Reyes, Sr. Office Specialist

District Counsel Present: Fran Farina with De Lay and Laredo

Comments from the Public: Chair Riley opened public comment; *no comments were directed to the committee.*

Action Item

1. Consider Adoption of April 24, 2023 Committee Meeting Minutes

Riley introduced the matter and opened public comment; *no comments were directed to the committee.*

A motion was made by Anderson with a second by Riley to approve the April 24, 2023, Committee Meeting Minutes. The motion passed on a roll-call vote of 2-Ayes (Anderson and Riley), 0-Noes and 1-Absent (Paull) due to technical difficulties.

Discussion Items

2. Status of Public Outreach Projects / WellmanAd

David J. Stoldt, General Manager provided introductory remarks. Phil Wellman, *Public Outreach Consultant* with WellmanAd presented via slide-deck entitled, “MPWMD Public Outreach Report / June 26, 2023: *Projects completed since our last Public Outreach meeting*” *A copy of the presentation is available online on the District website and available upon request at the District office.* Wellman covered projects completed to include:

1. **May 4, 2023:** First publication of the Newsletter entitled, “Annual Report Now Available, Find out what the Water District is doing for you” and noted there were 250 links to the download button for the Annual Report.
2. **May 18, 2023:** Sent E-Mail Newsletter “Tune up your irrigation and save!” which included information on landscaping with a link to the Rebates that are available, a download button for the Water Approach Magazine/Handbook and a link to register for upcoming Webinars. Half-page Branding Ad published in the Monterey County Weekly and the Carmel Pine Cone on Irrigation and Rebates.
3. **June 22, 2023:** Sent E-mail Newsletter “ASR Exceeds Rainwater Storage Goals”, and a half-page Branding Ad in both the Monterey County Weekly and the Carmel Pine Cone with the same message.
4. **May / June Social Media:** Information to the ratepayers by use of branding ads, news clips, and weekly boosting. Followers include 816 on Instagram, 277 on Twitter, 48 on Facebook but still working with obtaining the 960 followers on the old Facebook site with the current site.
5. **July 2023:** A full page ad in the Monterey County Weekly advertising the Summer Splash Campaign and also promotions in the newsletter, Monterey Bay Parent, Carmel Pinecone and PG Press publications.

Wellman briefly covered future upcoming projects to include:

1. Newsletter that would exclusively address Frequently Asked Questions.
2. Website: Wellman, Stoldt and Locke will be meeting to discuss first steps. The plan is to update the existing desktop and mobile version to optimize communication, then auditing the site to determine what is working and what is not and what changes need to be made. Completion goal is 90 to 120 days

Director Paull asked if any suggestions or feedback has been received by staff or the Directors. Stephanie Locke responded to Director Paull’s question and stated that a meeting was conducted between Wellman and staff to discuss goals and objectives and the proposal that the Board approved as part of the Budget included all the suggestions presented by staff. The General Manager also reported on this in his report at the May Board meeting. Director Riley suggested if the phrase shown on the main page of the website could be rotated regularly with different goals and objectives highlighted. Wellman responded that this could be done.

Stoldt provided a brief update on the Buyout Status and stated the cost of service and rate update based on the appraisal was presented in closed session on June 16, 2023; the Findings he is currently working on along with the draft resolution will likely be presented to the Board in September 2023.

No verbal or written public comment was received.

3. Nature of District Outreach Regarding Litigation, Positions and Outcomes

Stoldt stated clearer direction should be received by the Board with regards to determining if they want to have greater explanation of where things are heading in different litigations or not. Past practice has been to not identify every lawsuit and to only post under a Closed Session agenda when warranted. Stoldt posed the question whether the Board feels the public has a need to know or wants to remain current. Stated the press does a good job when there is a filing or written decision of a judge. Riley stated it would be a good practice to call attention to a scheduled hearing. Counsel Farina stated there was a time when the District tried doing that but it became a difficult task due to frequent hearing date changes. Current practice at the Board meetings allows for public comment to express opinions and concerns on decisions that affect their community. She also stated that the Board can keep the public informed to a certain extent, but they are allowed under the Brown Act to have certain matters considered in closed session with confidence. Director Paull stated she agreed with Farina’s comments and suggestions. Paull suggested developing a Chronology of the major events and decisions that have already occurred and links to obtain additional information. She asked that Wellman organize the current information on the District’s current website that outlined Measure J events and documents, for example.

4. Suggest Items to be Placed on a Future Agenda

Adjournment

There being no further business, Chair Riley adjourned the meeting at 4:17 p.m.

/s/ Sara Reyes

Sara Reyes, Sr. Office Specialist

Approved by the MPWMD Public Outreach Committee on _____, 2023

Received by the MPWMD Board of Director’s on _____, 2023