



AGENDA
Public Outreach Committee

Monday, August 31, 2026, at 2:00 p.m. | *Virtual Meeting*

COMMITTEE MEMBERS		<u>Mission Statement</u>
<i>Rebecca Lindor – Chair</i>	<i>Staff:</i>	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.
<i>Alvin Edwards</i>	<i>David J. Stoldt, General Manager</i>	
<i>Marianne Gawain</i>	<i>Mike McCullough, Assistant General Manager</i>	
<i>Alternate:</i>	<i>Mollie Wooden, Water Demand Manager</i>	<u>Vision Statement</u>
<i>George Riley</i>		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/81845175864?pwd=Idg1yfQG59vsBYFflmt9WRCLboQjZP.1>

Webinar ID: **818 4517 5864** | Password: **083126** | 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 June 29, 2026

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. Summer Splash Update (*Verbal Report*)
4. Citizen's Water Panel Update (*Verbal Report*)
5. MCPOA Event Update (*Verbal Report*)
6. Measure J Update (*Verbal Report*)

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 the day of the meeting. 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/>

PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

1. CONSIDER ADOPTION OF COMMITTEE MEETING MINUTES FROM JUNE 29, 2026

Meeting Date: August 31, 2026

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Exhibit 1-A contains the draft minutes from the Public Outreach Committee meeting held on June 29, 2026.

RECOMMENDATION: Staff recommends that the Public Outreach Committee review and adopt BY MOTION the draft minutes from its June 29, 2026 meeting.

EXHIBIT

1-A Draft Minutes of the June 29, 2026 Public Outreach Committee Meeting



EXHIBIT 1-A

Draft Minutes Public Outreach Committee Meeting Monday, June 29, 2026, at 2:00 p.m. Meeting Location: Zoom

Call to Order / Roll Call

Chair Lindor called the meeting to order at 2:00 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
Mollie Wooden, Water Demand Manager
Stephanie Kister, Water Demand Analyst
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 public was in attendance.

Action Items

Chair Lindor invited General Manager Dave Stoldt to present the action items.

1. Consider Adoption of Committee Meeting Minutes from April 27, 2026

On a motion by Gawain and seconded by Lindor, the minutes of the April 27, 2026 committee meeting were approved by a roll call vote of 2 Ayes (Gawain and Lindor), 0 Noes, with Edwards experiencing audio issues.

Discussion Items

Dave Stoldt 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 (April 28 to June 29)*. The presentation is available on the District's website.

Mr. Wellman reported provided the following updates:

- KAZU radio advertising running May through October, including a 15-second ad airing 56 times per month plus 66 bonus ads, reaching about 72,000 weekly listeners across Monterey,

Salinas Valley, and Santa Cruz.

- Print ads in Monterey County Weekly and Pine Cone highlighted aquifer replenishment (300 million gallons) and received strong response.
- Phil Wellman reported that the latest newsletter received the strongest response the organization has ever seen. Mollie Wooden shared that she received positive feedback from community members and industry contacts, many of whom were excited to learn about her accomplishments and work with the organization.
- Additional half-page ad promoted local watering schedules and encouraged tourists to conserve water (reuse towels, turn off faucets).
- Upcoming “Summer Splash” campaign: full-page ads running weekly for four weeks in both publications.
- Weekly newsletter ads will reinforce messaging; content will be refreshed regularly.
- Interactive Q&A webpage launched with a simple 12-question format to engage users.
- Documentary project “Future Secured: Pure Water Monterey” progressing: filming complete; research ongoing, including archival collection, expert interviews, and narrative development.

General Manager Stoldt thanked Phil Wellman for providing artwork for the lobby refresh.

3. Summer Splash Update

Stephanie Kister expressed excitement about launching the initiative on Wednesday, July 1. The program includes educational content on global water availability, major water users, and the impact of artificial intelligence and data centers on water resources. It also features a water calculator to help participants understand their personal water footprint based on lifestyle and diet. Participants may select their top three prize choices, adding an engaging incentive. The initiative will be promoted through an email blast and broader outreach.

4. Citizens’ Water Panel Update

Mike McCullough reported that an announcement was sent out approximately 10 days ago for the first session, scheduled for Friday, August 7, from 9:30 a.m. to 12:30 p.m. at the District office. The initial session will provide a general overview of the District, including its history and divisions. Additional sessions are being planned to highlight departments and include related tours, with the program expected to conclude in late April with General Manager topics and a tour of Pure Water Monterey.

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 2:23 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on _____, 2026.

Received by the MPWMD Board of Director’s on _____, 2026.