Minutes
Public Outreach Committee Meeting
Monday, August 31, 2026, at 2:00 p.m.
Meeting Location: Zoom

Call to Order / Roll Call
Director Gawain served as the Chair and called the meeting to order at 2:00 p.m.

Committee Members Present
Marianne Gawain
Alvin Edwards

Committee Members Absent
Rebecca Lindor, Chair

District Staff Members Present
Dave Stoldt, General Manager
Mike McCullough, Assistant General Manager
Mollie Wooden, Water Demand Manager
Sara Reyes, Board Clerk

District Counsel Present
Michael Laredo, De Lay & Laredo

Additions and Corrections to the Agenda
None

Comments from the Public
Chair Gawain opened the public comment period. No comments were received.

Action Items
Chair Gawain introduced the action items.

1. **Consider Adoption of Committee Meeting Minutes from June 29, 2026**
   On a motion by Edwards, seconded by Gawain, the minutes of the June 29, 2026, committee meeting were approved by the following roll call vote: 2 Ayes (Gawain and Edwards), 0 Noes, and 1 Absent (Lindor).

Discussion Items
Chair Gawain introduced the discussion item.

2. **Status of Public Outreach Projects**
   Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide deck titled *MPWMD Public Outreach Report (June 29 to August 31)*. The presentation is available on the District's website.

   Mr. Wellman reported provided the following updates:
   - KAZU radio advertising running through October, including a 15-second ad airing 56 times per month plus 66 bonus ads, reaching about 72,500 weekly listeners across Monterey, Salinas Valley, and Santa Cruz.
   - Strong participation in the Summer Splash program. Beginning July 15, a new tracking feature allowed participants to identify how they learned about the program, resulting in 75 referrals from the Monterey County Weekly and Carmel Pine.

- The weekly newsletter ad generated the strongest response, producing 130 entry referrals during the tracking period.
- A boosted Facebook ad ran during the final six days of the Summer Splash contest and generated 51 entries.
- A half-page Car Week ad featuring the message "Don't Let Your Faucet Idle" ran in the *Monterey County Weekly* and *Carmel Pine Cone*.
- An August 11 newsletter informed recipients how to submit public comments directly to the State Water Resources Control Board regarding proposed modifications to the Cease and Desist Order. Of the 19,792 notices distributed, 8,008 were opened, representing a record open rate of 40.5 percent.
- Work continued on the five-phase *Pure Water Monterey* documentary project. Phase 1, Carmel River filming, was completed.
- Phase 2 research and development was underway and expected to be completed in late September or early October. Current work included developing timelines, organizing and verifying research, selecting interview subjects and materials, finalizing the documentary's narrative and visual treatment, and preparing the filming schedule and project budget.
- Phase 3 filming was planned for October at the Pure Water Monterey facility and would include interviews, footage of the injection site, and aerial drone footage.

3. Citizens' Water Panel Update

Mike McCullough, Assistant General Manager, reported that the Citizens' Water Panel held its first meeting on August 7. Eleven of the 12 members attended. Staff provided departmental overviews and answered questions. Participants responded positively, and the next meeting is scheduled for November 6.

4. MCPOA Event Update

Dave Stoldt, General Manager, reported that District representatives attended the Monterey Commercial Property Owners Association event on July 30. The well-attended event provided an opportunity to engage with local business and City of Monterey representatives and increase the District's visibility.

5. Measure J Update

Mr. Stoldt reported that the Measure J/Cal-Am buyout webpage was updated to include recent legal filings and the pending October 19 mini-bench trial. Future developments will be posted as available, along with a link providing public access to testimony submitted in the related State Water Board proceeding.

Suggest Items to Be Placed on a Future Agenda

No items were received.

Adjournment

There being no further business, Chair Gawain adjourned the meeting at 2:32 p.m.

/s/ Sara Reyes

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Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on October 26, 2026.
Received by the MPWMD Board of Directors on November 16, 2026.