



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 at 5 Harris Court, Building G, Monterey, CA during normal business hours. In addition, such documents may be posted on the District website at www.mpwmd.net. Documents distributed at the meeting will be made available in the same manner.

AGENDA

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

Friday, February 14, 2020, 3 pm
MPWMD Conference Room, 5 Harris Court, Building G., Monterey, CA

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 October 24, 2019 Committee Meeting Minutes
2. Consider Adoption of 2020 Meeting Schedule
3. Consider Change to District Branding Message

Discussion Items

4. Discuss Scope of Services for Public Outreach Consulting Services
5. Review Santa Clara Valley Water District Logo

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. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service by 5 PM on Wednesday, February 12, 2020. Requests should be sent to the Board Secretary, MPWMD, P.O. Box 85, Monterey, CA, 93942. You may also fax your request to the Administrative Services Division at 831-644-9560, or call 831-658-5600.

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PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF OCTOBER 24, 2019 COMMITTEE MEETING MINUTES

Meeting Date:	February 14, 2020	Budgeted:	N/A
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	N/A
Prepared By:	Arlene Tavani	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 October 24, 2019 committee meeting.

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

EXHIBIT

1-A Draft minutes of the October 24, 2019 committee meeting



EXHIBIT 1-A

DRAFT MINUTES

Monterey Peninsula Water Management District Public Outreach Committee

October 24, 2019

Call to Order

The meeting was called to order at 4:00 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne - Chair
Molly Evans
Alvin Edwards

Committee members absent: None

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

Others present: Steve Thomas, Thomas Brand Consulting

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

Action Items

1. **Consider Adoption of July 25, 2019 Committee Meeting Minutes**
The minutes of were approved as presented on a vote of 3 – 0 by Edwards, Evans and Byrne.

Discussion

2. **Discuss Public Outreach Related to Measure J/Rule 19.8 Feasibility Study**
A summary of an outreach plan was presented by Steve Thomas. The summary is on file at the District office and can be viewed on the agency's website. Some suggestions from the committee were: (a) must advertise on all platforms including television and radio; and (b) prior to the Board making a decision on a Resolution of Necessity, an informational mailer should be sent to all addresses in the District. The committee asked that staff provide an estimate of the cost to distribute a mailer.

Mr. Stoldt distributed two documents related to the schedule for decisions on the Measure J process: "Measure J-What we Said at August 19th Board Meeting", and "Next Steps". The documents are on file at the District office and can be viewed on the agency's website. Stoldt stated that a firm timeline would be presented at the November 12, 2019 Board workshop. At a future meeting, the Board would be asked to consider authorizing funding for additional work related to the process.

Public comment: **(a) Jeff Davi** asked what efforts were undertaken to promote the listening sessions conducted in January 2019. He stated that the email addresses provided by those in attendance at the listening sessions should be used to promote future meetings regarding the

Measure J process. **(b) Rudi Fisher** recommended that if the General Manager does plan to make presentations to the City Councils in December, he should contact the jurisdictions early enough for the presentation to be added to their agendas.

3. Discuss Concept for November & December Branding Adds

Mr. Thomas presented a sample advertisement proposed for publication. It was suggested that the advertisement should include a list of upcoming Water Conservation Program workshops. In addition, Access Monterey Peninsula should be contacted regarding the cost to video record and then broadcast the workshops.

4. Discuss Public Outreach related to Coastal Commission Hearings on Desalination Project

Mr. Stoldt stated that there has been a request that the Board of Directors take a formal position on California American Water Company's (CAW) application before the California Coastal Commission (CCC) prior to the CCC's November 14, 2019 hearing. Mr. Stoldt submitted a document titled "Options wrt Coastal Commission" that listed options for the committee to consider. Following discussion, there was consensus among the committee members that a letter should not be submitted to the CCC.

Public Comment: **(a) Jeff Davi** stated that the Board should have scheduled a special meeting to discuss this issue. He expressed support for submitting a letter to the CCC stating that the District supported the 6.4 MGD desalination plant. **(b) John Tilley** opined that the District should send a letter to the CCC stating that the District supports the 6.4 MGD desalination plant. **(c) Rene Boskoff** stated that the Coalition of Monterey Peninsula Businesses submitted to the District a letter listing questions regarding the report titled Supply and Demand for Water on the Monterey Peninsula. The District should not change its position of support for the desalination project until questions about the report have been answered. **(d) Susan Schiavone**, resident of Seaside, urged the Board to take a vote on whether or not to support the CAW application before the CCC. **(e) John Narigi** opined that the District should submit a statement to the CCC stating that the District supported the 6.4 MGD desalination plant. **(f) Arlene Hardenstein**, representing the Monterey County Association of Realtors, read a letter from Molly McGee, President of the Association, requesting that the Board of Directors take a position in support of the desalination project at the CCC hearing. Ms. Hardenstein submitted a document titled "Summary of Key Provisions of SB 13/AB68/AB 670/AB 881" regarding requirements for development of accessory dwelling units. **(g) Kevin Dayton**, Government Affairs Liaison for the Monterey Peninsula Chamber of Commerce, stated that he would alert his members to the possibility that the Board of Directors would consider taking a position that the 6.4 MGD desalination project was not needed. **(h) Melodie Chrislock** stated that the District should not take a position on the CAW application before the CCC. **(i) Gary Cursio** asked why the District would consider changing its long-time position on the 6.4 MGD desalination from support to opposition. **(j) Peter Mountier**, representing the Pacific Grove Chamber of Commerce, recommended that the District send a letter to the CCC expressing support for the 6.4 MGD desalination project.

Adjournment – The meeting was adjourned at 5:05 pm.

PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

2. CONSIDER ADOPTION OF COMMITTEE MEETING SCHEDULE FOR 2020

Meeting Date: February 14, 2020

**From: David J. Stoldt,
General Manager**

Prepared By: Arlene Tavani

SUMMARY: Shown below is a proposed committee meeting schedule for 2020. This schedule was presented to the committee members in advance. The schedule runs through January 2021; however, any meeting may be cancelled if there is no business for committee consideration.

RECOMMENDATION: The Committee should review the schedule, make any necessary changes and adopt the schedule.

Public Outreach Committee Schedule 2020		
Monday	March 23	4 pm
Monday	April 27	4 pm
Wednesday	June 3	3:30 pm
Monday	June 22	4 pm
Monday	July 27	4 pm
Monday	August 24	4 pm
Monday	September 28	4 pm
Monday	October 26	4 pm
Monday	November 23	4 pm
Monday	December 28	4 pm
Monday	January 25	4 pm

PUBLIC OUTREACH COMMITTEE

ITEM: DISCUSSION

5. REVIEW SANTA CLARA VALLEY WATER DISTRICT LOGO

Meeting Date: February 14, 2020

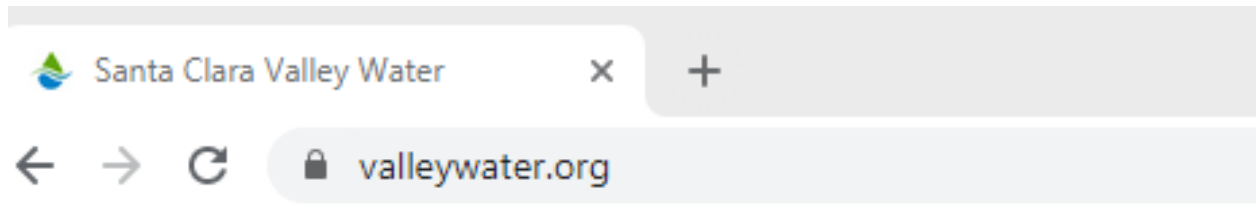
**From: David J. Stoldt,
General Manager**

Prepared By: Arlene Tavani

SUMMARY: The Santa Clara Valley Water District has rebranded with a new logo that is shown below. The committee should review and determine if there are concerns about trademark infringement. The “Single Water Drop” logo is a registered trademark of the MPWMD. Attached as **Exhibit 5-A** is a letter prepared by District Counsel regarding trademark infringement that could be transmitted to the Santa Clara Valley Water District

EXHIBIT

5-A Draft letter to Santa Clara Valley Water District



David C. Laredo
Heidi A. Quinn
Michael D. Laredo
Frances M. Farina, *Of Counsel*

Telephone: 831.646.1502
Facsimile: 831.646.0377

Paul R. De Lay (1919 - 2018)

Via Certified Mail

January 27, 2020

Norma Camacho, CEO
Santa Clara Valley Water District
5750 Almaden Expressway,
San Jose, CA 95118

Re: Logo Trademark Infringement – Cease and Desist

Dear Ms. Camacho:

Our office represents the Monterey Peninsula Water Management District (MPWMD). It has been brought to our attention that the Santa Clara Valley Water District (SCVWD) is using the trademarked “Single Water Drop” logo in association with your products and services. Please be advised that the “Single Water Drop” logo is a registered trademark (U.S. Reg. No. 4099833) of the MPWMD (copy enclosed).

MPWMD’s federal registration of this trademark provides us with certain proprietary rights. MPWMD is entitled to restrict the use of the trademark, or a confusingly similar trademark, in association with confusingly similar products or services. MPWMD’s trademark serves as an important and distinctive representation of our products as well as the goodwill of the District. MPWMD, therefore, find it is imperative to protect it against any misrepresentation that may cause substantial harm to the District by facilitating the loss of the trademark’s effectiveness.

SCVWD’s unauthorized use of MPWMD’s federally registered trademark amounts to an infringement of MPWMD’s trademark rights, and therefore, we respectfully request that you immediately cease and desist in any further use of the “Single Water Drop” logo in association with the marketing, sale, distribution, or identification of SCVWD’s products or services.

We understand that it is possible that you were unaware of this conflict. Therefore, we respectfully request that you respond by letter assuring us of your immediate actions taken to cease and desist the

EXHIBIT 5-A

Page 2 of 2
SCVWD Cease and Desist Letter

use of the trademark “Single Water Drop” logo, or any confusingly similar trademark, within ten (10) calendar days of the receipt of this letter.

We hope that this issue may be amicably resolved so we may avoid any further legal remedies as provided by state law and the U.S. Trademark Act.

Sincerely,

David C. Laredo,
De Lay & Laredo
General Counsel
Monterey Peninsula Water Management District

Cc: Alvin Edwards, Chair
Dave Stoldt, General Manager

United States of America

United States Patent and Trademark Office



Reg. No. 4,099,833

Registered Feb. 14, 2012

Int. Cls.: 39 and 42

SERVICE MARK

PRINCIPAL REGISTER

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT (CALIFORNIA STATE AGENCY)
5 HARRIS COURT, BUILDING G
MONTEREY, CA 93940

FOR: WATER SUPPLY AND DISTRIBUTION SERVICES, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 7-1-2010; IN COMMERCE 8-1-2010.

FOR: HYDROLOGIC STUDY OF SURFACE AND GROUND WATER, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-1-2010; IN COMMERCE 8-1-2010.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MONTEREY PENINSULA WATER MANAGEMENT DISTRICT", APART FROM THE MARK AS SHOWN.

THE COLOR(S) BLUE, GREEN, BLACK AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF A WATER DROP THAT TAKES PLACE OF THE "A" IN "WATER." THE WATER DROP IS BLUE ON THE TOP, GREEN ON THE BOTTOM, WITH A WAVY WHITE SPACE IN BETWEEN. THE REST OF THE WORD "WATER" IS IN BLUE; "MONTEREY PENINSULA" AND "MANAGEMENT DISTRICT" ARE IN BLACK.

SN 85-106,349, FILED 8-12-2010.

PAUL E. FAHRENKOPF, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

EXHIBIT 5-A

