



**FINAL MINUTES**  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
Monday, February 22, 2021

**Call to Order**

The virtual meeting was called to order at 9:00 am via Zoom.

Committee members present: Mary Adams - Chair  
(Via Roll-Call) Amy Anderson  
Vacant, Division – Director 3  
Karen Paull, *Alternate*

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Joel G. Pablo, Executive Assistant / Board Clerk

District Counsel present: David Laredo, Esq. with De Lay and Laredo

TMD Consulting: Sam Spadoni

**Comments from the Public:** None.

**Action Items**

1. **Consider Adoption of November 23, 2020 Committee Meeting Minutes**  
Public Comment: None

A motion was made by Director Anderson and second Director Paull to approve the committee meeting minutes of November 23, 2020. The motion passes unanimously on a vote of 3-Ayes (Director Adams, Anderson and Paull), 0-Noes and 0-Absent.

2. **Review and Approve the 2021 Committee Meeting Schedule**  
Public Comment: None

A motion was made by Director Paull and second Director Anderson to approve the 2021 Committee Meeting Schedule. The motion passes unanimously on a vote of 3-Ayes (Director Adams, Anderson and Paull), 0-Noes and 0-Absent.

3. **Receive Overview of Outreach Program by TMD Creative and Provide Direction on Future Actions**

Sam Spadoni with TMD Consulting provided the committee with an overview via MS PowerPoint Presentation to include:

- (1) Overview of the TMD Team
- (2) TMD's Process model: "Listen & Learn," "Collaborate" and "Effect"
- (3) TMD's past work with the District
- (4) Next Steps include Newsletter (utilizing MailChimp account), On-Going Ads and Public Relations on major water issues MPWMD is tackling, Website Refresh, Annual Report and Pending Further Discussion with direction from the committee.
- (5) Finally, provide continuous updates to the committee.  
*A copy of the MS PowerPoint is on file with the District office and can be found on the district's website.*

Sam Spadoni, Stephanie Locke / Water Demand Manager and Dave J. Stoldt / General Manager responded to committee member questions on the use of social media platforms like Facebook, snail-mail flyers/brochures and utilizing other newspapers of general circulation to include the Cedar Street Times and the Monterey County Herald. Stoldt and Locke covered the Regular Public Outreach Messaging for the Calendar Year. *A copy of the document is on file with the District office and can be found on the District's website.*

Director Adams provided a recap of the discussion: (1) Continue with the ads based on the Regular Public Outreach Messaging for the Calendar Year document and focusing in on Water Supply for April, 2021 and (2) After Board Strategic Planning Session, plan for a newsletter to be developed and published.

Sam Spadoni displayed recently developed and published newsletters. *A copy of the material shared virtually is on file with the District and can be found on the District's website.*

Public Comment: None

#### **Discussion Items**

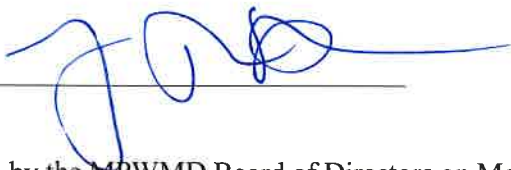
4. Suggest Items to be Placed on Future Agendas

None

#### **Adjournment**

Chair Adams adjourned the meeting at 9:45 am.

Submitted by Joel G. Pablo, Clerk to the MPWMD Public Outreach Committee



Received by the MPWMD Board of Directors on Monday, May 17, 2021  
Approved by the MPWMD Public Outreach Committee on May 7, 2021