MONTEREY PENINSULA
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MANAGEMENT DISTRICT

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

**Public Outreach
Committee Members:**
Mary Adams, Chair
Amy Anderson
Vacant

Alternate:
Karen Paull

Staff Contacts:
Stephanie Locke
Joel G. Pablo

*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 on
the District's website prior
to the meeting. Documents
distributed at
the meeting will be made
available upon request
and posted to the District's
website within five days
following the meeting.*

AGENDA
Public Outreach Committee
of the Monterey Peninsula Water Management District
****
Monday, February 22, 2021, 9:00 am, Virtual Meeting

Pursuant to Governor Newsom's Executive Orders N-29-20 and N-33-20, and to do all
we can to help slow the spread of COVID-19, meetings of the Monterey Peninsula
Water Management District Board of Directors and committees will be conducted
with virtual (electronic) participation only using Zoom.

Join the meeting at:
https://zoom.us/j/98526390211?pwd=NldWcWhZR3VmZUVVaW8vNlE5cno2QT09

Or access the meeting at: www.zoom.us
Event number: 985 2639 0211
Meeting password: 02222021
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 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 November 23, 2020 Committee Meeting Minutes

2.   Review and Approve the 2021 Committee Meeting Schedule

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

Discussion Items - *Public comment will be received*

4.   Suggest Items to be Placed on Future Agendas

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 description of the requested materials and
preferred alternative format or auxiliary aid or service by 7:00 pm on Friday, February 19, 2021. Requests
should be forwarded to joel@mpwmd.net. You may also call 831-658-5652.

Instructions for Connecting to the Zoom Meeting

Note: If you have not used Zoom previously, when you begin connecting to the meeting you may be asked to download the app. If you do not have a computer, you can participate by phone.

Begin: Within 10 minutes of the meeting start time from your computer click on this link: https://zoom.us/j/98526390211?pwd=NldWcWhZR3VmZUVVaW8vNlE5cno2QT09 or paste the link into your browser.

DETERMINE WHICH DEVICE YOU WILL BE USING
(PROCEED WITH ONE OF THE FOLLOWING INSTRUCTIONS)

USING A DESKTOP COMPUTER OR LAPTOP
1.In a web browser, type: https://www.zoom.us
2.Hit the enter key
3.At the top right-hand corner, click on "Join a Meeting"
4.Where it says "Meeting ID", type in the Meeting ID# above and click "Join Meeting"
5.Your computer will begin downloading the Zoom application. Once downloaded, click "Run" and the application should automatically pop up on your computer. (If you are having trouble downloading, alternatively you can connect through a web browser – the same steps below will apply).
6.You will then be asked to input your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
7.From there, you will be asked to choose either ONE of two audio options: Phone Call or Computer Audio:

COMPUTER AUDIO
1.If you have built in computer audio settings or external video settings – please click "Test Speaker and Microphone".
2.The client will first ask "Do you hear a ringtone?" •If no, please select "Join Audio by Phone".
•If yes, proceed with the next question:
3.The client will then ask "Speak and pause, do you hear a replay?" •If no, please select "Join Audio by Phone"
•If yes, please proceed by clicking "Join with Computer Audio"

PHONE CALL
1.If you do not have built in computer audio settings or external video settings – please click "Phone Call"

2.Dial one of the numbers listed below using a phone. Select a phone number based on your current location for better overall call quality.

+1 669-900-9128 (San Jose, CA)	+1 253-215-8782 (Houston, TX)
+1 346-248-7799 (Chicago, IL)	+1 301-715-8592 (New York, NY)
+1 312-626-6799 (Seattle, WA)	+1 646-558-8656 (Maryland)

3.Once connected, it will ask you to enter the Webinar ID No. and press the pound key

MONTEREY PENINSULA
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MANAGEMENT DISTRICT

4.It will then ask you to enter your participant ID number and press the pound key.
5.You are now connected to the meeting.

USING AN APPLE/ANDROID MOBILE DEVICE OR SMART PHONE
1.Download the Zoom application through the Apple Store or Google Play Store (the application is free).
2.Once download is complete, open the Zoom app.
3.Tap "Join a Meeting"
4.Enter the Meeting ID number
5.Enter your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
6.Tap "Join Meeting"
7.Tap "Join Audio" on the bottom left hand corner of your device
8.You may select either ONE of two options: "Call via Device Audio" or "Dial in"

DIAL IN
1.If you select "Dial in", you will be prompted to select a toll-free number to call into.
2.You may select any of the numbers listed below:

+1 669-900-9128 (San Jose, CA)   +1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)   +1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)   +1 646-558-8656 (Maryland)

3.The phone will automatically dial the number, and input the Webinar Meeting ID No. and your Password.
4.Do not hang up the call, and return to the Zoom app
5.You are now connected to the meeting.

Present Public Comment

Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes.
(a) Computer Audio Connection: Select the "raised hand" icon. When you are called on to speak, please identify yourself.
(b) Phone audio connection **with** computer to view meeting: Select the "raised hand" icon. When you are called on to speak, please identify yourself.
(c) Phone audio connection only: Press *9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press *9 to end the call.

Submit Written Comments

If you are unable to participate via telephone or computer to present oral comments, you may also submit your comments by e-mailing them 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". Comments must be received by 12:00 p.m. on Monday, February 22, 2021. Comments submitted <u>by noon</u> will be provided to the committee members and compiled as part of the record of the meeting.

MONTEREY PENINSULA
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PUBLIC OUTREACH/COMMUNICATIONS COMMITTEE

1.   CONSIDER ADOPTION OF NOVEMBER 23, 2020 COMMITTEE MEETING MINUTES

Meeting Date: February 22, 2021

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

Prepared By: Joel G. Pablo

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the November 23, 2020 committee meeting.

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

EXHIBIT
1-A   Draft minutes of the November 23, 2020 committee meeting

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT

EXHIBIT 1-A

DRAFT MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
November 23, 2020

Call to Order
The virtual meeting was called to order at 4:00 pm via WebEx.

Committee members present:	Mary Adams - Chair Alvin Edwards George Riley
Committee members absent:	None
District staff members present:	David Stoldt, General Manager Stephanie Locke, Water Demand Manager Arlene Tavani, Executive Assistant
District Counsel present:	David Laredo
TMD Consulting:	Sam Spadoni Nicholas Pasculli

Comments from the Public: Melodie Chrislock suggested that General Manager Stoldt present to each jurisdiction within the District the PowerPoint he had prepared to present to the California Coastal Commission. She also requested that the District replace the WebEx virtual meeting format with Zoom.

Action Items
1.	Consider Adoption of October 15, 2020 Committee Meeting Minutes
	On a motion by Edwards and second of Riley, the minutes were adopted on a unanimous vote of 3 – 0 by Edwards, Riley, and Adams.

2.	Approve Monthly Branding Ad Topics for Calendar Year 2021
	On a motion by Riley and second by Edwards, the list of branding ad topics for calendar year 2020 was approved on a unanimous vote of 3 – 0 by Riley, Edwards and Adams.

	During the discussion, committee members expressed concern about some of the connectivity and poor audio issues that have been encountered with WebEx. Chair Adams requested that in the future, all meeting participants have the option of viewing the names of those in attendance.

	Public comment: John Tilley suggested that during the virtual meeting, the list of attendees be viewable by all persons in the meetings.

Discussion Items

3.   Review Recent Activities by Public Outreach Consultant

Sam Spadoni presented a video of photos taken by TMD's photographer at the Sleepy Hollow Steelhead Rearing Facility and Carmel River. The presentation is on file at the District office and can be viewed on the agency website. He showed a print ad that would run in the Carmel Pine Cone and Monterey County Weekly which included a QR code that enables the reader to place a cell phone over the code that leads to a link that allows the person to be added to a District newsletter distribution list. Mr. Spadoni noted that messaging priorities would be updated following the Board's next strategic planning session. In addition, updates to the District's websites would be completed, including posting of new photos. On December 7, 2020 a series of social media postings should begin.

4.   Suggest Items to be Placed on Future Agendas

(a) Consider use of Zoom for virtual meetings and utilize a standard background for each panelist. (b) Outreach regarding the Measure J process, considering that the District must present unbiased information and cannot take a position of advocacy.

Public comment: Melodie Chrislock suggested that the District enter into a sponsorship agreement with the local National Public Radio affiliate which would include advertising opportunities.

Adjournment

The meeting was adjourned at 5 pm.

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PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

2.   REVIEW AND APPROVE COMMITTEE MEETING SCHEDULE FOR 2021

Meeting Date: February 22, 2021

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

Prepared By: Joel G. Pablo

SUMMARY: Shown below is a proposed committee meeting schedule for 2021. Please review and advise Joel G. Pablo if you cannot participate on any of the proposed dates. The schedule runs through December 2021; however, any meeting may be cancelled if there is no business for committee consideration.

RECOMMENDATION: The Committee should review and adopt the meeting schedule.

Day of week	Date	Time
Monday	March 22	4 pm
Monday	April 26	4 pm
Monday	May 24	4 pm
Monday	June 28	4 pm
Monday	July 26	4 pm
Monday	August 23	4 pm
Monday	September 27	4 pm
Monday	October 25	4 pm
Monday	November 22	4 pm
Monday	December 27	4 pm