



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 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, July 27, 2020, 4 pm, 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 (coronavirus), meetings of the Monterey Peninsula Water Management District Board of Directors and committees will be conducted with virtual (electronic) participation only using WebEx.

Join the meeting at:

<https://mpwmd.webex.com/mpwmd/onstage/g.php?MTID=e16d1392e0c6677993894b8e103bfc578>

Or access the meeting at: [mpwmd.webex.com](https://mpwmd.webex.com).

Meeting number: 126 183 4586

Meeting password: WaterDistrict

Participate by phone: 877-668-4493

**For detailed instructions on connecting to the WebEx meeting see page 2 of this agenda.**

**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 June 3, 2020 Committee Meeting Minutes
2. Consider Recommendation to the Board of Directors re Selection of a Public Outreach Consultant

**Discussion Items - Public comment will be received**

3. 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. Submit requests by noon on Friday, July 24, 2020, to the Board Secretary, [arlene@mpwmd.net](mailto:arlene@mpwmd.net) or call 831-658-5652.

### Instructions for Connecting to the WebEx Meeting

Note: If you have not used WebEx 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://mpwmd.webex.com/mpwmd/onstage/g.php?MTID=e16d1392e0c6677993894b8e103bfc578> or copy and paste the link into your browser, or go to: [mpwmd.webex.com](https://mpwmd.webex.com).

Under “Join a Meeting” enter the meeting number 126 183 4586, hit the enter key and when prompted enter the meeting password WaterDistrict, click “Next” and see the dropdown menu at the bottom of the screen “Use computer for audio” and select the method you will use to hear the meeting – see below.

#### 1) Audio and video connection from computer with WebEx app – view participants/materials on your screen

Click on the “Use computer for audio” drop down list

Click “Join Meeting”

Once in the meeting, mute your microphone.

Turn your microphone on when it is your turn to speak.

#### 2) View material on your computer screen and listen to audio on your phone

From the “Use computer for Audio” drop down list select “Call In”

Click on “Join Meeting” / You will see a toll-free telephone number, access code, and attendee ID # -- enter these numbers on your phone.

Mute the microphone on your computer.

Disable computer speakers using the Settings menu.

**Join by phone only** (no computer) dial 1-877-668-4493 and use the meeting number above.

### Protocol for Meetings Conducted by Teleconference

- 1) The Chair will call the meeting to order.
- 2) 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: Press \*9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press \*9 to end the call.
- 3) For Action and Discussion Items the Chair will receive a presentation from staff and the Directors may ask questions. Following the question and answer period, the Chair will ask for comments from the public.

### Submit Oral or 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](mailto: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, July 27, 2020. Comments submitted by noon will be provided to the Board of Directors and will be compiled as part of the record of the meeting.

**PUBLIC OUTREACH COMMITTEE**

**1. CONSIDER ADOPTION OF JUNE 3, 2020 COMMITTEE MEETING MINUTES**

**Meeting Date:** July 27, 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

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**SUMMARY:** Attached as **Exhibit 1-A** are draft minutes of the June 3, 2020 committee meeting.

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

**EXHIBIT**

**1-A** Draft minutes of the June 3, 2020 committee meeting



## EXHIBIT 1-A

### DRAFT MINUTES

### Monterey Peninsula Water Management District Public Outreach Committee June 3, 2020

#### **Call to Order**

The meeting was called to order at 3:30 pm in the Water Management District conference room.

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

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

#### **Action Items**

- 1. Consider Adoption of February 14, 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.

#### **Discussion**

- 2. Discuss Outreach Scope of Services**  
Staff provided an overview of previous outreach programs coordinated by an on-staff outreach professional and later by a public outreach consultant. Staff also gave an overview of outreach efforts conducted by staff in the absence of a consultant. No objections were raised to the service needs outlined in the staff report. The committee members agreed that an RFP should be distributed to all firms listed in the staff report and only firms located within Monterey County. Upon review of the proposals, it could be determined if a conflict of interest or other criteria would remove the firm from consideration. It was also acknowledged that the role of the District as a leader in water issues was significant. It was important to be aggressive in producing timely and accurate information to the public on decisions made by the Board of Directors, especially in view of mission critical issues such as consideration of a Resolution of Necessity associated with Measure J and the controversy over Pure Water Monterey and California American Water's proposed desalination project.
- 3. Discuss Phase 2 of Measure J Outreach Needs and Possibilities Under Covid-19**  
General Manager Stoldt advised that he was scheduled to provide an update on the progress of Phase 2 of the Measure J process at the June 15, 2020 Board meeting. The committee proposed that a series of virtual public meetings, beginning in late June, should be conducted to keep the public apprised of progress on the Measure J process and to respond to questions. It was

suggested that the meetings could be conducted monthly through August. It would be important to determine the best timing for distribution of information to the public because campaigning for the November 3, 2020 general election would be in full force in September and October when the District Board could be making important decisions related to Measure J. It was suggested that a mailer should be sent throughout the District, but if sent during the busy campaign period it could be ignored by the recipients. Also proposed was the need for an in-person meeting conducted at a large venue, with the panel and audience observing social distancing.

### **Adjournment**

Prior to adjournment the committee members suggested the following items for discussion at a future meeting: (a) review responses to the RFQ for public outreach consulting services; and (b) update on Phase 2 Measure J progress. It was agreed that the June 22, 2020 committee meeting may be cancelled and the July 27, 2020 committee meeting should be rescheduled to earlier in the month. The meeting was adjourned at 5 pm.

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## PUBLIC OUTREACH COMMITTEE

### 2. CONSIDER RECOMMENDATION TO THE BOARD OF DIRECTORS REGARDING SELECTION OF A PUBLIC OUTREACH CONSULTANT

|                      |   |                                    |                          |
|----------------------|---|------------------------------------|--------------------------|
| <b>Meeting Date:</b> | <b>July 27, 2020</b>                        | <b>Budgeted:</b>                   | <b>Yes</b>               |
| <b>From:</b>         | <b>David J. Stoldt,<br/>General Manager</b> | <b>Program/<br/>Line Item No.:</b> | <b>Professional Fees</b> |
| <b>Prepared By:</b>  | <b>Stephanie Locke</b>                      | <b>Cost Estimate:</b>              | <b>TBD</b>               |

**General Counsel Review:** N/A

**CEQA Compliance:** No CEQA Review Required

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**SUMMARY:** At the direction of the Public Outreach Committee, staff sent Requests for Proposals to eight public relations/marketing firms (**Exhibit 2-A**). Responses were received from Terry Feinberg (previously with Moxxy Marketing) (**Exhibit 2-B**), TMD Creative (**Exhibit 2-C**), and WellmanAd (**Exhibit 2-D**).

The following is a brief summary of the highlights, questions and cost for each of the proposals:

**Terry Feinberg:** Co-founder of Moxxy Marketing. Former publisher of Salinas Californian that recognizes importance of our goal to "instill trust and confidence." Clients include TAMC, Hartnell College, Monterey County Ag Commission, County of Monterey Housing Development. Appears to have a more casual style and appears to be one-person company. Outside costs not clarified. Proposed to work with a \$3,500/month retainer. Website: <https://strategymarketingplanning.com>.

**TMD Creative:** Well-developed proposal. Work done in-house using large team of many talents, including bi-lingual. Strategy based. Goal would be to create templates up front that can be changed as the message changes. Strong website/internet/media. Current clients include Monterey County, Monterey County Housing Corporation, Community Foundation, Taylor Farms, and Hartnell College Alumni. TMD is more expensive than the others but has a large and talented in-house team. Proposal is approximately \$5,500/month for contract. First month to include up to 40 consulting hours and 30 design/multi-media (i.e.) production hours; following two months to include (per month) up to 25 consulting hours, 60 production hours; on-going month-to-month work (per month): 10 consulting hours, up to 12 hours of production work. Websites: <https://www.tmdcreative.com>, <https://www.rootedinag.com>, [www.tmdtechsolutions.com](http://www.tmdtechsolutions.com) and a Vimeo channel at <https://vimeo.com/themarketingdepartment>.

**WellmanAd:** Local (Peninsula-based) agency with clear understanding of local issues relative to MPWMD. Clients include Monterey Jazz Festival, Sierra Instruments, City of Marina, MST, various political campaigns (Measure J, George Riley, Adam Scow, Bruce Delgado). Team of five people, including video. Proposal: \$3,000 (22 hours) to \$4,000 (30 hours), with outside

services billed separately (printing, mailing, advertising placement, etc.). Website: <https://www.wellmanad.com/>.

**RECOMMENDATION:** The Committee should review the qualifications and proposals and determine if there is a recommendation to the Board or if interviews should be done prior to making a recommendation.

#### **EXHIBITS**

- 2-A** Request for Proposals
- 2-B** Response from Terry Feinberg
- 2-C** Response from TMD Creative
- 2-D** Response from WellmanAd

**EXHIBIT 2-A**



June 25, 2020

XXXXXXXXXX  
XXXXXXXXXX  
XXXXXXXXXX  
XXXXXXXXXX

**Subject: Request for Qualifications for Public Outreach/Relations Consultant**

Dear XXXXXXXXX:

The Monterey Peninsula Water Management District (District) is requesting qualifications for the provision of Public Outreach or Public Relations Services for fiscal year 2020-21. Your firm is invited to submit qualifications and a fee proposal.

Background

The District was formed on June 6, 1978, under the enabling legislation found in West's California Water Code, Appendix Chapters 118-1 to 118-901. The District's functions include:

- Augmenting the water supply through integrated management of ground and surface water
- Promote water conservation
- Promote water reuse and reclamation of storm and wastewater
- Foster the scenic values, environmental qualities, native vegetation, fish and wildlife, and recreation on the Monterey Peninsula and in the Carmel River Basin.

The District serves approximately 112,000 people within the cities of Carmel-by-the-Sea, Del Rey Oaks, Monterey, Pacific Grove, Seaside, Sand City, Monterey Peninsula Airport District and portions of unincorporated Monterey County including Pebble Beach, Carmel Highlands and Carmel Valley. District sources of revenue include but are not limited to; property tax, user fees, water connection charges, investments, grants, permit fees and project reimbursements.

The District has five main goals:

- Increase the water supply to meet community and environmental needs
- Assist California American Water in developing a legal water supply
- Protect the quality of surface and groundwater resources and continue the restoration of the Carmel River environment
- Instill public trust and confidence
- Manage and allocate available water supplies and promote water conservation



## EXHIBIT 2-A

Request for Qualifications

June 25, 2020

Page 2

### Scope of Services

The District will provide a monthly retainer for an outreach and public relations person/company, with additional resources available for advertising, printing, mailing, etc. We invite your proposal for a monthly retainer and your proposed scope of services and qualifications for work under the retainer. The following types of activities are anticipated as part of this contract:

- Develop key messages, including print advertising and other products
- Coordinate with media outlets to place advertising
- Manage the District's mailing lists
- Prepare and produce newsletters, marketing materials, brochures, press releases
- Develop opinion/editorials in consultation with staff/board
- Manage event coordination
- Manage/maintain websites & social media
- Attends key meetings and provides feedback

The ideal candidate/company will need to have an understanding of the District's issues and values. Experience with public agencies is desirable, as is the ability to communicate to broad audiences.

### Schedule and Point of Contact

The District will be reviewing responses to this RFQ at its July 27 Public Outreach Committee meeting. A contract is expected to be approved by the Board of Directors at its August 17, 2020, meeting. Submittals should be emailed to [Locke@mpwmd.net](mailto:Locke@mpwmd.net) or mailed to my attention at MPWMD, 5 Harris Court, Bldg. G, Monterey, CA 93940. **The deadline for submittal of your proposal is 5:00 p.m., July 17, 2020.** If you have questions, you may contact me at the email above or call me at 831-601-3227.

Sincerely,

Stephanie Locke  
Water Demand Manager

## EXHIBIT 2-B



July 16, 2020

Monterey Peninsula Water Management District  
Attn: Stephanie Locke  
5 Harris Court, Bldg. G  
Monterey, CA 93940

Re: Request for Qualifications for Public Outreach/Relations Consultant

Dear Ms. Locke:

Thank you for the opportunity to submit my qualifications for the role of MPWMD Public Outreach/Relations Consultant. I am an independent consultant with extensive marketing, media, strategic planning, event management and communications experience. Since 2008, I have worked primarily in Monterey County, and with Monterey County clients.

### **Background, Experience and Qualifications**

My strengths are strategy, copy writing, media, communications/messaging, project management, working with clients for successful outcomes and engaging in the community. After pursuing a biological sciences degree at UC Irvine, I joined the marketing department of my family's industrial energy conservation company. I opened my first marketing agency in San Jose in 1981. I involved myself in the San Jose Metropolitan Chamber of Commerce (as it was called at the time), became a board member, and then joined staff as Executive Director, Membership and Marketing. That started over 15 years in association management.

I became CEO of the Tri-County Apartment Association (TCAA), serving the apartment industry in Santa Clara, Santa Cruz, and San Mateo Counties. After spending a year in a senior communications position at a dot com, I spend two years consulting on strategic planning, communications and advocacy for associations across the country, and then commuted for 6 years to Phoenix as CEO of the Arizona Multihousing Association (AMA).

From fund-raising to training to advocacy, strategic communications, stakeholder relationship building, and public/community relations were key to my association success. I was industry spokesperson and engaged in frequent media interviews and was adept at telling our story while building support and overcoming objections across diverse groups of people. I created numerous print, mail and electronic communication pieces. I was publisher of monthly magazines for TCAA and AMA. I launched TCAA's first website and oversaw the redesign of the AMA site. I also wrote a bi-weekly column for the San Jose Mercury News for five years. And from small-group coffees with Mayors and legislators, to sold-out golf tournaments, economic outlook conferences and awards ceremonies, I produced, coordinated and oversaw hundreds of events with up to 1,000 attendees.

## EXHIBIT 2-B



I returned to California full-time in 2008 as General Manager (Publisher) of the Salinas Californian and El Sol newspapers and associated websites. In 2012, I co-founded Moxxy Marketing in Salinas. Beyond managing the business and being directly responsible for several accounts, I oversaw all our clients' PR and crisis communications activities, and am still Moxxy's primary resource for these needs. In addition to several agriculture and business service accounts, I oversaw most of our nonprofit and government agency accounts at Moxxy, including Transportation Agency for Monterey County (strategic planning, campaign management, research, public outreach, collateral), Housing Authority of the County of Monterey/Housing Development Corporation (strategic planning, websites, PR, events, collateral, video, public outreach, branding) and Hartnell College (collateral, direct mail, public outreach) and was involved in our work with the Monterey County Ag Commissioner (collateral, PR). In 2017, I semi-retired from Moxxy and quickly discovered I am an abject failure at semi-retirement. I have been working as an independent consultant from my home office ever since, where I continue to assist Moxxy and a few additional clients.

When I joined the Salinas Californian, I actively engaged with the Salinas and Monterey County communities. I have served on the boards of directors of the Central Coast YMCA, Salinas Rotary Club and Salinas Valley Chamber of Commerce (2012 chairman). I currently am on the board of the American Cetacean Society, Monterey Bay Chapter.

While I am not a water policy expert, as a resident and business owner with a strong interest in agriculture and science, I appreciate and understand the importance of ensuring an adequate and sustainable supply of water for Monterey Peninsula, Monterey County and all of California. I recognize this requires a combination of conservation and supply, and that to build both requires a coordinated communication and public outreach effort. A lot of my recreational time is spent in and around Monterey Bay hiking, kayaking, scuba diving and cycling, so I have a profound interest in protecting our scenic vistas and our natural environment, while also recognizing the importance of water and other infrastructure to support business and economic activity.

### **Scope of Work**

The types of activities outlined in your RFQ are reasonable and appropriate for MPWMD, and in particular to support your goal to "Instill public trust and confidence", which is necessary to achieve your other stated goals.

While event coordination and physical meetings are on hold while we deal with coronavirus issues, the in-person meeting restrictions might create opportunities for virtual meetings and other forms of engagement with your various audiences.

I have significant experience and can demonstrate success in all the activities you have outlined, and what distinguishes me from others is my strategic approach to marketing, communications and community and public relations. Even for a simple press release or brochure, asking questions, understanding the audience(s) and articulating what we're trying to accomplish, always produces a better result.

## EXHIBIT 2-B



I'm willing to enter into an agreement with a prescriptive and quantified scope of activities, but I think the fluid (pun intended) needs of MPWMD would be better served with a broader scope focused on outcomes and performance. My style and approach has always been to figure out what needs to be done and then roll up my sleeves and do it, so I am comfortable with a looser scope of work that outlines the activities and some general parameters, but provides the flexibility to use your Community/Public Relations activities and budget to their fullest and most immediate value.

### **Retainer**

A retainer provides consistency of activity and budget stability for the client and the consultant. Excluding special circumstances or projects such as redesigning the MPWMD website or overseeing a ballot measure campaign, your budget of \$3,500 per month is reasonable. My target rate on extended contracts is \$95/hour, so recognizing that some months will require more activity than others, that equates to 442 hours per year. I realize the retainer will not be directly tied to hours, but a goal for an average of 36-37 hours per month should be sufficient to ensure a constant flow of communications from your social media channels, the website, press releases, op/eds, etc.

### **Thank You and Next Steps**

Thanks again for the opportunity to respond to your RFQ. Please let me know if you have questions. I welcome the opportunity to review this proposal or participate in an interview with you, David Stoldt and/or your board on the phone or Zoom, and look forward to the Board discussion on July 27, and hopefully a favorable outcome on August 17.

Sincerely,

Terry Feinberg



**References:**

Debbie Hale, Executive Director  
Transportation Agency for Monterey County  
831-596-442  
[debnandy@sbcglobal.net](mailto:debnandy@sbcglobal.net)

Kimbley Craig, President & CEO  
Monterey County Business Council  
831-238-1532  
[kimbleycraig@hotmail.com](mailto:kimbleycraig@hotmail.com)

Paul Farmer, President/CEO  
Salinas Valley Chamber of Commerce  
(831) 227-5578  
[president@salinaschamber.com](mailto:president@salinaschamber.com)

Roland Velasco, Mayor  
City of Gilroy  
408-710-8508  
[tolandvelasco@hotmail.com](mailto:tolandvelasco@hotmail.com)

Tom Scott, Past Chairman  
California Apartment Association  
408-209-5990  
[61tscott61@gmail.com](mailto:61tscott61@gmail.com)

## **EXHIBIT 2-B**

### **TERRY M. FEINBERG**

(408) 483-7368

terryf@gotkonnections.com

### **Strategy ♦ Marketing ♦ Planning ♦ Communications**

**Terry Feinberg Consulting, Gilroy CA**

2017-Present

*Principal*

Independent consultant performing a variety of marketing, strategic planning, copy writing and communications services to a select group of real estate, medical device, government agency, agriculture and non-profit organizations. Scope of work has ranged from serving as contract, part-time marketing director, to individual engagements such as thought leadership articles, board development and strategic plans, retreat facilitation, crisis communications, websites, marketing collateral materials and market research.

**Moxxy Marketing, Salinas, California**

2012-2017

*Principal*

Founding partner of the fastest growing marketing agency in Monterey County. Jointly oversaw agency management and growth; chief client advocate; account management, including strategy development, creative direction and copy writing.

Focused on serving agriculture and related business, and select government agencies and nonprofit organizations. Key clients include: Braga Family Farms, Uesugi Farms, Duncan Family Farms, Smith Family Wines, SmartWash Solutions, True Organic Products, Housing Authority of the County of Monterey, Housing Development Corporation, Monterey County Ag Commissioner, Hartnell College, Monterey Bay Air Resources District, Transportation Agency for Monterey County, Ag Against Hunger, Monterey County Farm Bureau and Action Council.

**Salinas Californian/Californian Media Group, Salinas, California**

2008 - 2012

*General Manager*

Senior local executive for this Gannett-owned media company which includes a daily newspaper, weekly Spanish newspaper, weekly community newspaper, three websites and numerous online partnerships. Full P&L responsibility and oversaw all operations including finance, sales, editorial, production, community engagement and distribution.

**Arizona Multihousing Association), Phoenix, Arizona**

2002 – 2008

*President*

Chief executive officer and primary spokesperson and industry advocate for Arizona's rental housing trade association.

## **EXHIBIT 2-B**

**Konnections**, Gilroy, California 2001 - 2008  
Chief Executive Officer

Consulting practice offering strategic planning, retreat and meeting facilitation, marketing, community relations, public policy, and media relations services. Facilitated more than 50 board retreats, and helped guide over two dozen organizations through strategic planning and/or leadership development process.

**Rentals.com**, Redwood City, California 2000 - 2001  
*Vice President*

Executive management team member responsible for overseeing editorial content, developing and maintaining strategic partnerships, coordinating trade shows, and building community relations for this venture-funded online advertising start-up.

**Tri County Apartment Association**, San Jose, California 1992 - 2000  
*Chief Executive Officer*

Successfully turned an ailing, 65-year-old nonprofit trade association into a pre-eminent business and advocacy organization.

**San Jose Mercury News**, San Jose, California 1995 - 2000  
*Columnist*

**San Jose Metro Chamber of Commerce**, San Jose, California 1988 – 1992  
*Executive Director, Membership Marketing and Services*

**Graphicconcepts**, San Jose, California 1981 – 1987  
*Owner*

**Foothill/De Anza Community College**, Cupertino, California 1985 - 1989  
*Instructor*

### **Education**

Biological Sciences, University of California Irvine, Irvine, California

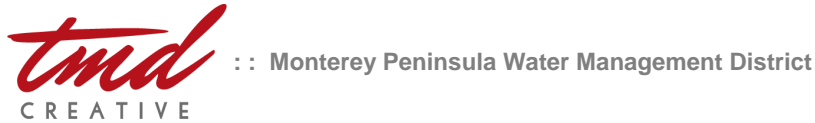


Overview of Services, Prices, and Specialization  
Monterey Peninsula Water Management District  
Stephanie Locke  
July 9<sup>th</sup>, 2020





## EXHIBIT 2-C



### **Overview for: Stephanie Locke**

Our team of strategists, graphic designers, content developers, web developers, and multimedia producers, work synergistically with clients to create organic messages, stories, and themes that resonate with audiences for many years. At TMD Creative, we have been partnering with public and governmental agencies and marketing to the varied audiences throughout Monterey County, since our founding over 20 years ago.

We currently work with the Monterey County Department of Health Clinic Services, Monterey County Department of Behavioral Health, and the Monterey County Department of Social Services. Additionally, we started working hand-in-hand with county leaders and the Board of Supervisors on the county wide coronavirus response.

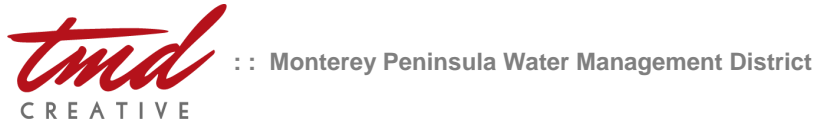
TMD Creative has been in business since 1999. Our core competencies include messaging and strategic implementation, audience segmentation, public relations, copywriting, graphic design—including infographics, video production, collateral material creation, as well as design and programming of websites, and collaborating with clients to best execute their vision, while keeping varied stakeholders at top of mind. We have a strong history of delivering projects on-time and on-budget.

TMD's specialization is in developing strategic marketing initiatives and implementing them with our award-winning, in-house team. We do not outsource any strategic, design, or production work. We have a diverse staff, a number of whom are native Spanish speakers. TMD has experience marketing to all the varied constituencies in Monterey County and understand the vehicles needed to reach these different audiences. This allows TMD to deliver the highest quality, most innovative, award-winning solutions for our clients.

TMD was established to be an extension of our client's in-house marketing team. This proposal will outline how we could partner together on messaging, advertising, newsletter and email management, editorials, event coordination, and web, including social media management.

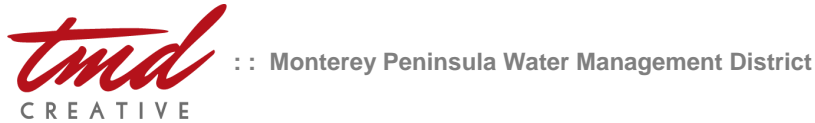
We are certain that a partnership with TMD will allow the Monterey Peninsula Water Management District to share their message with all Monterey County stakeholders and audiences.

Sincerely,  
Sam Spadoni & Nick Pasculli  
Managing Director & President and CEO, TMD Creative  
831-758-6425  
90 West Alisal Street  
Salinas, CA 93901



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## **Consultant Qualifications and Background: Strategy**

For 20 years, TMD Creative has worked with hundreds of public and governmental agencies and non-profit corporations, and countless businesses that support them. We are happy to provide references from any organizations we have worked with, either in the private or public sector. Should there be any specific past project you want a more detailed accounting of, please let us know, and we can give you a detailed report on it.

The Marketing Department, Inc. (DBA TMD Creative) has served client throughout the U.S. Europe, South America, and Australia in industries as diverse as: government, food and agriculture, financial services, healthcare, real estate and construction, insurance, education, nonprofit, retail, transportation, tourism, wine, manufacturing, professional services and more. However, as we are based in Salinas, CA in Monterey County, the majority of our clients and revenue are based locally.

TMD is the only firm of its type with a high percentage of bilingual and bicultural professional which is reflective of the population of our county. Our firm's cultural diversity includes Hispanic (native speakers), Hispanic (first generation), Asian-American, Mexican-American, Cuban American, and Italian American.

Please visit our website <https://www.tmdcreative.com> , <https://www.rootedinag.com> , <http://www.tmdtechsolutions.com> and our Vimeo channel at <https://vimeo.com/themarketingdepartment>.



## **Consultant Qualifications and Background: Team Bios**

### **Nick Pasculli // President and Owner**

Nick started TMD because he recognized that small- to mid-sized businesses and nonprofits would benefit from the expertise of an agency that understands their needs, with access to a full range of marketing design services without adding staff and overhead to their balance sheets. Before TMD, Nick held senior marketing positions with a handful of fortune 500 companies. Throughout his professional career, he has managed marketing planning, product development, research, strategic planning, and advertising. Nick received his master's degree in pastoral studies from Loyola University in September 2006, and graduated from California State University, Fresno in 1984 with a Bachelor of Science degree in Business Administration-Marketing. He is a graduate of Leadership Salinas Valley, the Cornell University Agricultural Leadership Program, and the highly acclaimed California Agricultural Leadership Program. Nick is a four-time recipient of the produce industry's Marketing Excellence Award and the Salinas Valley Chamber of Commerce Member of the Year Award. In 2008, Nick and TMD Creative were named Entrepreneur of the Year by Union Bank's Salute to Small Business program.

### **Sam Spadoni // Managing Director & Business Development**

Sam has over a decade of marketing and management experience in a variety of industries. He has worked in many different industries including health, hospitality, gaming, and technology. Sam graduated from California State University, Fresno in 2008 with a B.A. in International Business Management and has worked at building bridges between people from different cultures in both his undergraduate and graduate programs. He moved back to Monterey to study at the Middlebury Institute of International Studies where he received an MBA in International Marketing in 2013. Sam's diverse background has equipped him with the ability to work on projects ranging from work with non-profits like the Monterey Jazz Festival to helping market and launch tele-health products overseas (Numera Health, Libris).

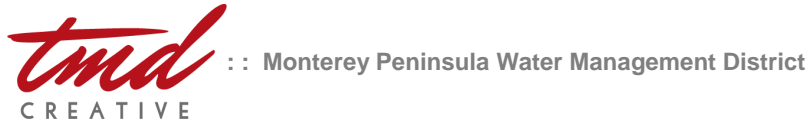
### **Lewis Leader // Director of PR & Crisis Communications**

Lewis is a well-respected longtime journalist and editor. He was an editor for the Los Angeles Times and the Monterey County Herald. Since his retirement, he consults with TMD Creative on PR and crisis management projects, as well as assisting TMD Creative in campaign work, often as campaign manager for people running for public office.

### **Amairani Resendiz // Manager, Client Services & Assistant to CEO**

Amairani attended California State University, Monterey Bay and received a bachelor's degree in Business Administration with a concentration in Agribusiness. Throughout her college career, she was involved in campus and local community organizations, including being a founding member of the Agribusiness Club and Alpha Kappa Psi co-ed professional business fraternity at California State University, Monterey Bay. Being a part of those organizations built her skills in leadership, project management, and marketing. She thrives in high-paced work environments and loves to challenge herself by trying new things and exploring new ideas.

## EXHIBIT 2-C



### **Amos Strauss // Client Services Coordinator**

Amos attended University of California, Davis, focusing on agricultural production and business. Throughout his college career, he was an advocate for local and sustainable agriculture, and held leadership positions in the professional-social agricultural fraternity Alpha Gamma Rho. Amos looks forward to continuing his education in Monterey County, where he plans on earning his B.S. in Agribusiness with an emphasis in Farm and Ranch Management from University of Tennessee Martin.

### **Gabriel Rodriguez // Director of New Media & Design**

Gabe attended California State University, Monterey Bay and graduated with a major in computer science with an emphasis on telecommunications, multi-media, and applied computing. His page layout ability was developed while working several years as the senior designer for a Gannet newspaper. In addition to being a talented artist, Gabe is a hard worker, and eager to produce results for our clients. Gabe is bilingual in English and Spanish, which helps our clients reach a broader audience.

### **Lindsey Little // Senior Designer & Editor**

Lindsey received her B.A. in Visual Communications with a focus in Marketing from San Francisco State University and brings to TMD her experience and passion for creating unique, compelling designs for businesses and nonprofits. Before joining TMD, Lindsey oversaw marketing for the Monterey Symphony, where she was able to utilize her graphic design, copywriting, and marketing skills to spearhead various marketing efforts. A San Diego native, she has found a new home on the Central Coast.

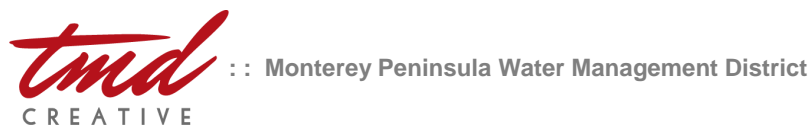
### **Fran Murillo // Senior Designer**

As one of TMD's graphic designers, Fran believes that design is a never-ending process. Fran graduated from California State University, Monterey Bay with a bachelor's degree in communication arts. Creativity is a constant in every aspect of his life. He lives with curiosity and believes that good design can make the difference in anything. Trust in the process; let's work together.

### **Nicole Neadeau // Senior Graphic Designer**

Nicole is a Graduate of California State University, Monterey Bay and holds a degree in computer science with an emphasis on design. She has over eight years of design experience that spans a broad range of client industries - from the fashion industry to children's books, produce industry to rodeo... whether small business or corporate, she brings purpose and intention to her designs and strives to help clients communicate meaning through each piece. Her skillful blend of professional elegance, creativity, and color theory maximizes the impact of each message, and the results achieved for our clients.

## EXHIBIT 2-C



### **Cristina Cachux // Designer**

Cristina attended California State University, Monterey Bay and graduated with a Bachelor of Science in Communication Design, emphasis in Web Design. Her previous work experience ranges from working as a developer focusing on website redesigns and implementation, as well as working as a designer in creating innovative new takes on both web and mobile. Cristina enjoys working with clients to ensure that proper thoroughness is generated in any project. Cristina enjoys the calmness of the Central Coast after having grown up in the South Bay.

### **Carl Twisselman // Production Designer & Illustration**

Carl first received a Degree in English from California State University Chico. Later, he went on to receive a Degree in Graphic Production from the University of California Santa Cruz Extension Program. Before joining TMD, Carl worked with transport logistics as middle management for sixteen years and also worked at "The Californian" as a graphic designer. Carl also enjoys digital illustrations and running.

### **Chris Sandor // Senior Director of User Interface Design**

Chris is an integral part of the TMD management team, having been with the firm almost eight years. Chris draws on his savvy technical skills and his obsession with perfection to develop easy to navigate, robust, and beautifully designed web-based communications for TMD's clients. Chris relies on industry best-practices coupled with his education in telecommunications, multi-media, and applied computing from California State University, Monterey Bay.

### **Adam Eberling // Senior Web Developer/Engineer**

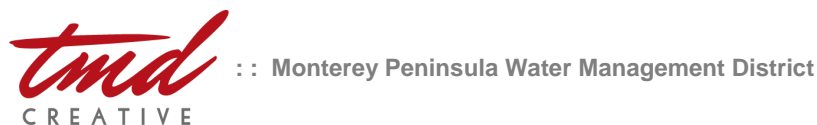
With experience building hundreds of websites and web applications, Adam brings an understanding of information architecture to the table and is able to translate the project requirements into a seamless and effective website. Adam's experience with mobile apps, multilingual sites, and responsive design ensures that your web presence is widely available and interactive.

### **Yarely Chino // Lead Web Developer**

Yarely graduated from the award-winning, three-year accelerated program called CSin3 from California State University of Monterey Bay. She obtained a bachelor's degree in computer science with an emphasis in software engineering. Yarely is passionate about designing computational systems, creating interactive user interfaces, and introducing computer science in an enjoyable manner to her community. She is a co-founder of herScript, an organization that strengthens women's technical and professional skills, along with promoting gender equality in the computer science industry.

### **Thalia Villalobos // Web Developer**

Thalia is a recent graduate from California State University, Monterey Bay. She was part of a rigorous and accelerated Computer Science program called CSin3, which means that she graduated in 3 years from CSUMB with a B.S. in Computer Science B.S with an emphasis in Software Engineering. She is proud to say that she is the first of her family to graduate college. Thalia is passionate about web development and teaching programming skills to children and teens. Most recently she taught high school students the basics of programming a video game at John Steinbeck Library's Game On! program.



## **Our Philosophy about supporting our client's Brand**

A brand message is the promise to the community about what kind of information, service and experience they are receiving. All organizations have a brand, whether positive or negative, that defines the organization's mission and strengthens its value proposition. It is the reason why people pay hundreds of dollars more for a pair of Nike shoes. After all, they're just shoes, but it is about how the Nike brand makes one feel. A good brand changes the way the public thinks about and interacts with the agency, whether it is a private or public agency. Thus, having a strong, visible brand and messaging is imperative to the Monterey Peninsula Water Management District, particularly during this tumultuous time when getting positive attention is more difficult than it perhaps has ever been.

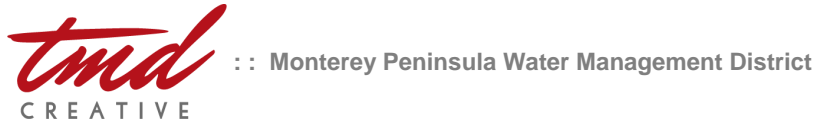
Strong brands are a result of long-term strategy that guides how the organization portrays itself. This means that internal messaging is just as important as external messaging. It helps guide internal stakeholders and creates a good culture. This includes a vision and mission statement, tagline and strong messaging that resonates with existing and potential audiences; encourages employees; and leaves a positive impression on your target audience. It is important that if there is a powerful message in place that it is being both lived and reflected within the organization.

Strategic, accurate, and timely communications are a valuable business tool. We at TMD believe successful communications grows collectively out of strategic planning, problem solving and visual thinking. It is a process designed to uncover the value of our clients' offerings. We listen, analyze, research, formulate and ultimately design communication tools that connect with the community, officials, employees, shareholders and the key stakeholders who add to the momentum of every enterprise. This clarity of purpose leads to clarity of execution.

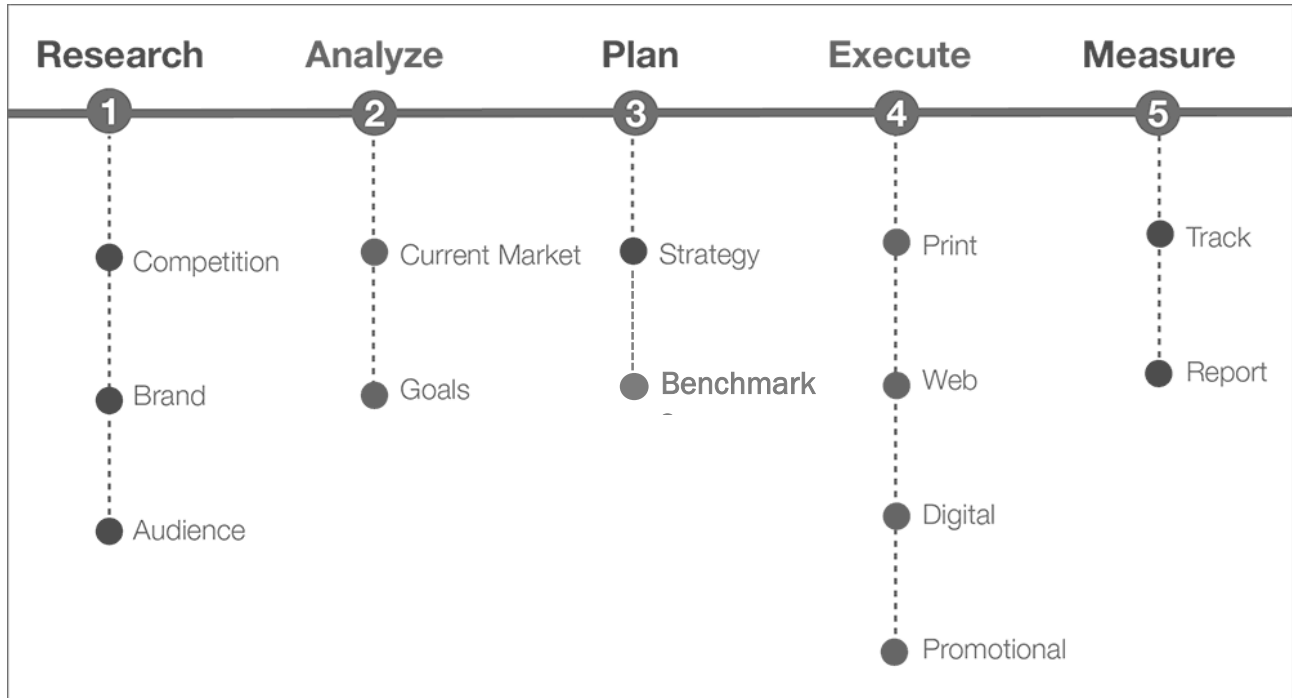
Clients choose TMD Creative when they want to work with a marketing and PR firm that understands their strategic goals and the power of thoughtful messaging and design. We look at every project through the eyes of the audience. Our style is smart, attractive, and compelling to a wide audience and we explore new ways to present ideas and concepts to the public.

Through our exclusively in-house team and a flexible network of quality vendors, we draw together the best team to address your specific communications needs within your budget, including strategy, creative, writing, photography/videography and project management. We are large enough to deliver major projects for some of California's leading corporations, yet small enough that you'll work directly with one of our professional team members.

## EXHIBIT 2-C



### Marketing Plan Anatomy

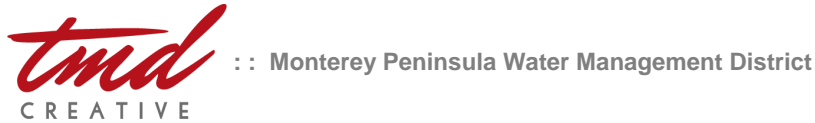


### Project Planning & Management

TMD utilizes a web-based platform for all project management and planning called Monday.com. With this platform we can build and customize project dashboards that helps our clients gain important insights and a clear overview of their projects progress/status. In addition it allows for seamless collaboration with our clients. It will track and keep all conversations, files, briefs, checklists and sheets in one place and eliminates the need for those painfully long e-mail threads.







## **Monterey Peninsula Water Management District and TMD Collaboration**

### Project Overview

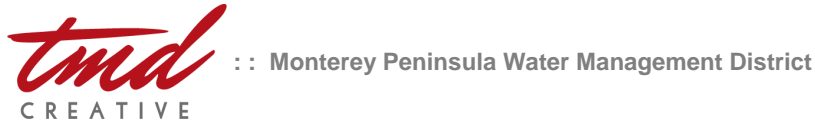
TMD strongly believes the best work comes from collaborating with the client. This means combining your knowledge and skills with our creative strategy.

- TMD will designate a team to collaborate with the MPWMD team to gather information and develop the communications
- TMD will also designate a team member to attend MPWMD meetings as needed

### Strategy & Messaging Development

A kickoff meeting will be an essential first step. This meeting would take place immediately upon TMD confirming partnership with MPWMD and should include all relevant members from MPWMD and TMD. The goal of this meeting would be two-fold, the first to understand where TMD can assist while assigning roles and responsibilities for both parties. The second item would be to review the identified target audiences, strategies for disseminating information to the public and rebutting disinformation (as/if needed), and overview of the different channels being used to share timely information with the media and the public, and discuss what is working best and what is not. If there are any brand guidelines or distinct look and feel for the current information being shared, we would like to review that prior to meeting. During the meeting we would set on-going meeting calendar/schedules.

- Channels through where the messaging will be disseminated
  - o Website
  - o Facebook
  - o Instagram (if implemented, we did not see one on your website)
  - o Radio
  - o TV
  - o Print materials
  - o Newsletter
- Message to be concise and consistent
- Messaging to be translated into Spanish and match the cultural tone of the target audiences (if/as needed)
- Video messages to be delivered by a trusted community leader if possible



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## **Monterey Peninsula Water Management District and TMD Collaboration**

### Deliverables

After completing the initial meeting, TMD will work with MPWMD on a list of deliverables along with a timeline for them. Obviously as the information being shared with the public is constantly being updated based on the newest information, it will be important to create templates early on that we can then add the newest information into. While new information may necessitate new graphic creation, it will allow us to focus on this instead of “recreating the wheel”.

- TMD to create a tool-kit for MPWMD for communication with different audiences
- TMD to help create audio and video assets for TV and radio
- TMD to create infographics for social media platforms and website

### Evaluation

During our on-going scheduled meetings, outlined above in kick-off meeting, we will make the necessary adjustments to our messaging and/or collaboration process to make it more efficient and effective.

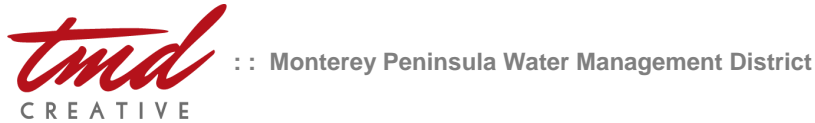
### Activities

Below is a list of some of the team members who would work on these deliverables (their bios can be seen on pages 5-7). We also included a partial list of clients we have worked with on these items. If you would like a broader list of experience, contacts, or additional details on these, or any other projects, please do not hesitate to reach out to us.

**Key Message Development:** This team will be led by Amairani Resendiz, Nick Pasculli, and Sam Spadoni. This group would also oversee on-going feedback and consultation. Clients we have assisted with message development include Taylor Farms, Monterey Salinas-Transit, the Housing Development Corporation (HDC) Monterey, and the County of Monterey.

**Coordinate with Media Outlets:** This would be led by Nick Pasculli, Amairani Resendiz, and Amos Strauss. TMD has long-standing relationships with media outlets, including traditional print media, television, digital media, and local non-traditional media. TMD manages media buys for Ocean Mist Farms, Salinas Valley Ford, Pacific Valley Bank, and the County of Monterey.

## EXHIBIT 2-C



### **Monterey Peninsula Water Management District and TMD Collaboration**

**Email/Newsletter Design and Management:** This would be led by Sam Spadoni, Fran Murillo, and Lindsey Little. TMD has experience managing i-Contact, Constant Contact, Mail Chimp, Active Campaign, and many other platforms. TMD currently manages email marketing for Earthbound Farms, Taylor Farms, and Fruits from Chile.

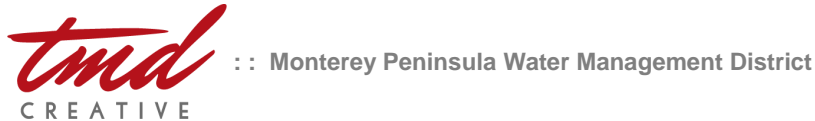
**Collateral, Brochures, and other Marketing Materials:** This would be led by Nick Pasculli, Sam Spadoni, Fran Murillo, and Lindsey Little. TMD currently manages collateral for ExperTravel, County of Monterey, California Agriculture Leadership Foundation, and the Housing Development Corporation. Collateral samples can be seen on page 15-16.

**Managing Websites and Social Media:** This team will be led by Sam Spadoni, Yarely Chino, Thalia Villalobos, Chris Sandor, Adam Eberling, and Cristina Cachux. We designed, programmed, and currently manage the following websites:

<https://www.cfmco.org/>  
<https://www.earthboundfarm.com/>  
<https://www.f2fmc.org/>  
<https://indygive.com/>  
<https://www.montereycountygives.com/>  
<https://www.olindayfarms.com/>  
<https://www.steinbeck.org/>  
<https://sunnywines.com/>  
<https://www.taylorfarms.com/>

**Managing Events:** This team will be led by Nick Pasculli, Lewis Leader (if event includes press conference), Sam Spadoni, Cristina Cachux, and Amos Strauss. We currently manage events for HDC Monterey, the California Agricultural Leadership Foundation, and Farm Journal. TMD has also assisted in putting on a number of trade shows, including the Organic Produce Summit.

**Attending Meetings:** Amos Strauss would attend meetings and take notes.



## **Monterey Peninsula Water Management District and TMD Collaboration**

### Understanding the Issues

The team at TMD intimately understands the issues surrounding water on the Central Coast and the various groups and constituencies of the district, including residents, conservationists, land owners, hospitality, agriculture, developers, government, and others. We are familiar with many of the top issues including, Pure Water Monterey, desalination, water capture, reuse, and recycling, aquifers, rivers, and wells, Los Padres, Water Supply Project, our limited water resources, and the general supply and demand issues we face.

### **Client References**

**Client: Housing Development Corporation Monterey**

Nonprofit Websites: <https://hdcmonterey.org/>

Project: All Marketing Related Services

Contact Name: Carolina Sahagun, VP of Development

Email: [csahagun@hdcmonterey.org](mailto:csahagun@hdcmonterey.org)

Phone Number: 831.796.4666

**Client: Community Foundation for Monterey County**

Nonprofit Websites: <http://cfmco.org/>      <https://www.montereycountygives.com/>

Project: Website Redesign, Programming, Annual Report and Digital Support

Contact Name: Amanda Holder, Marketing Director

Email: [amandah@cfmco.org](mailto:amandah@cfmco.org)

Phone Number: 831.375.9712 x123

**Client: County of Monterey**

Project: Covid 19 Response

Contact Name: Nick Chiulos, Assistant County Administrative Officer

Email: [chiulosn@co.monterey.ca.us](mailto:chiulosn@co.monterey.ca.us)

Phone Number: 831.755.5145

### **Work Samples Below (14-16)**

Blog & Events Contact Us Search... f t in Donor Central Give Now

Here for Good  
Community Foundation  
for Monterey County

About Us Donors Advisors Nonprofits Scholarships Impact



**Who We Are**

- Staff
- Board of Directors
- Finance & Investment
- Fund List
- Publications

The Community Foundation for Monterey County inspires philanthropy and is a catalyst for strengthening communities throughout Monterey County. We work with hundreds of individuals, families and businesses to fulfill their philanthropic vision.

**Your Center for Philanthropy**

The CFMC is your local center for philanthropy, working with [donors](#) and [nonprofits](#) to create healthy, safe, vibrant communities. We provide a bridge between our fund holders and community needs, and our staff has in-depth knowledge about local nonprofits working to make our communities stronger.


The CFMC offers a wide range of [giving options](#) including [donor advised funds](#), gifts of real estate or complex assets and life-income gifts such as charitable gift annuities and charitable remainder trusts. What sets us apart is the personal service we provide and our interest in creating the greatest good for Monterey County, now and in the future. We are "Here for Good."



Blog & Events Contact Us Search... f t in Donor Central Give Now

Here for Good  
Community Foundation  
for Monterey County

About Us Donors Advisors Nonprofits Scholarships Impact



**Overview**

- Grants
- Center for Nonprofit Excellence
- Agency Funds

**Investing in Healthy, Safe, Vibrant Communities**

A strong nonprofit sector is key to fulfilling a vision of healthy, safe, vibrant communities. The Community Foundation for Monterey County is a partner and funder to a wide range of nonprofits doing important, innovative work.

We are committed to supporting not only financial strength through grantmaking, but also organizational capacity through the [Center for Nonprofit Excellence](#).

**Grantmaking**

**\$16.7 million was granted in 2017 to more than 500 agencies in Monterey County and beyond**

[Our grant programs](#) and initiatives support organizations in the areas of youth development and education, health and human

Read our [2017 Annual Report](#)

Stay Connected:  
[Sign Up to Receive Our E-news](#)

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County of Monterey  
Health Department Clinic Services

Our Services Patient Services About Us Partners & Press Opportunities



MY CHART REQUEST APPOINTMENTS BECOME A PATIENT LOCATIONS

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**FAMILY to FAMILY**

*Everyone's Chance To Care*

**RESOURCE FAMILIES**

Learn how to become a resource family to foster a child.




**RESOURCES**



**ABOUT F2F**


**EXHIBIT 2-C**



"Gifts to the MPC Foundation mean **more students are able to attend college** with the resources they need to graduate. Our donors are investing in programs that lead to college completion, including textbook assistance, scholarships, and our signature College Incentive Program."

— **Beccie Michael**  
Vice President of Advancement, MPC  
Executive Director, Monterey Peninsula College Foundation

**We believe a college education lifts people to their full potential.**

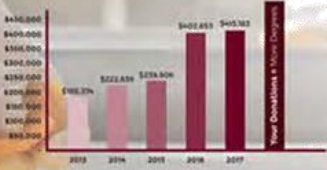


Monterey Peninsula College Foundation Board of Directors

**Each year, the MPC Foundation...**

|   |  |   |
|---|--|---|
| <b>250</b><br>Awards 250 scholarships to deserving students   | <b>50</b><br>Purchases textbooks for 50 students who cannot afford them  | <b>25</b><br>Prevents 25 students from dropping out of college due to financial emergencies |
| <b>80</b><br>Recruits 80 disadvantaged local high school seniors to attend MPC as participants in our highly successful College Incentive Program | <b>30</b><br>Inspires innovation and exploration among faculty and staff by awarding 30 grants for exciting projects and professional growth |   |

**Investing in MPC Students**




| Year | Investment (\$) |
|------|-----------------|
| 2013 | \$1,000,000     |
| 2014 | \$1,222,459     |
| 2015 | \$1,794,908     |
| 2016 | \$2,022,453     |
| 2017 | \$2,453,382     |

Year Over Year Investment in MPC Students

Thanks to the generosity of our donors, the MPC Foundation has directly invested **\$1.5 million** in MPC students over the past five years. But we're not stopping there! We are continuing to expand our student assistance programs as we believe passionately in our vision for Universal Access to Extraordinary Education. Join us as we reach even more students. **Give the gift of a college education and unlock potential for generations to come.**

2016  
2017

**Report to the Community**



**HARTNELL COLLEGE**

Here for Good

**Community Foundation**  
for Monterey County

**OPPORTUNITY**



**IMPACT**

2017 ANNUAL REPORT

**Freedom from Addiction**

Starts with



**Sun Street Centers**  
the road to recovery

**NOW OPEN** in Hollister  
Women's Residential Treatment Center  
315 6th St., Hollister, CA 95023 Phone: 831.265.7317

To learn more visit us at [sunstreetcenters.org](http://sunstreetcenters.org)

Sun Street Centers offers education, prevention, treatment and recovery to individuals and families. Most private insurance plans accepted.

Residential & Outpatient Treatment Programs also located in Salinas and Seaside.

**BREAK FREE!**




**EXHIBIT 2-C**

SEPT. 29 - 30 • 2018  
15TH ANNUAL CALIFORNIA INTERNATIONAL

# Airshow SALINAS



2018  
USAF THUNDERBIRDS  
MONSTER TRUCKS  
JERRY CONLEY  
GREG COLVER  
MARK PETERSON  
VICKY BENZING  
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PACIFIC THEATER  
JESS RODRIGUEZ  
& MORE

**THUNDER AND GLORY**

WWW.SALINASAIRSHOW.COM



## Creamy. Large. Delicious.

The REED Avocado. a Great Eating Summer Avocado.

### Is it Ripe?

Give the REED a little 'shake'. If you hear the seed move it is **RIPE** and **READY**. Be gentle though, this big boy doesn't need a squeeze. I'm **RIPE** even when I'm **GREEN**.

### Flavor

- Silky, Rich and Creamy
- Smooth Nutty taste

### Uses

Makes a perfect sandwich spread. Mayo or butter substitute. Or just dig in with crackers or crusty bread.



Since 1969 Del Rey Avocados is a family-owned business located in Fallbrook, CA. With three generations of experience growing, packing and shipping avocados, Del Rey Avocados has a deep understanding of the avocado industry. We know it is a privilege to deliver avocados from our trees to your table. With over 40 years experience, we continue to be both farmers of heart and in practice.

**California Reed Avocados Limited Availability**



**Taylor FARMS**

## Eat Beautifully

The salad experience you've been waiting for



Facebook, Twitter, Instagram, Pinterest icons

TAYLORFARMS.COM



PHOTO BY PHIL DOYLE

## Introducing 3 new chopped salad kits

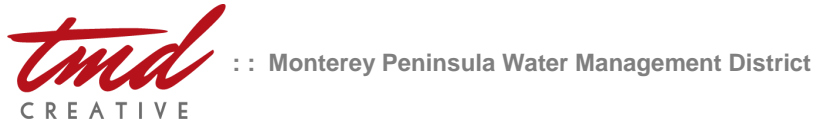
to our original line up




Facebook, Twitter, Instagram, Pinterest icons

TAYLORFARMS.COM

## EXHIBIT 2-C



### Sample Fee Schedule

The relationships we have with each client is different from a financial perspective. Some clients like being on a retainer, while other budgets are based on a specific project with a commitment to multiple projects within a year. That said, below is a sample of our hourly rate sheet. These are not cast in stone, rather they provide a basis for the calculation of project costs as a function of time.

As the RFP notes that this will be a retainer agreement, below the pricing information we have a rough estimate of what we think would be required initially, followed by on-going “maintenance” of the marketing plan. Our goal would be to meet with you, review budgets, and determine a standard price with a volume discount that ensures we are meeting all the needs of the District.

|   |                    |
|---|--------------------|
| Strategic Marketing Consulting            | \$150-175 per hour |
| Creative Direction                        | \$145-165 per hour |
| Graphic Design                            | \$125-150 per hour |
| Copywriting & Editing                     | \$95-125 per hour  |
| Web, Mobile App & Internet-related Design | \$145-165 per hour |
| Web & Mobile App Programming              | \$165 per hour     |
| Photography and Videography               | \$150-175 per hour |
| Production Assistance                     | \$95-125 per hour  |
| Photo Studio Rental                       | \$100 per hour     |
| Social Media Management                   | \$145 per hour     |
| Google AdWords Management                 | \$175 per hour     |
| Animation/Illustration                    | \$165 per hour     |
| Crisis Management in all Disciplines      | \$200 per hour     |

### Proposed Retainer Overview:

Based on the activities outlined in the RFP, we are envisioning the first three months to require more leg-work as we develop key messages and establish an aesthetic and templates for use in materials. While the work would be weighted on the front-end, we can smooth that out over the year (see below). Once messaging and look is established we will continue with evaluation and adjustments.

**First month to include:** up to 40 consulting hours, 30 design/multi-media (i.e.) production hours

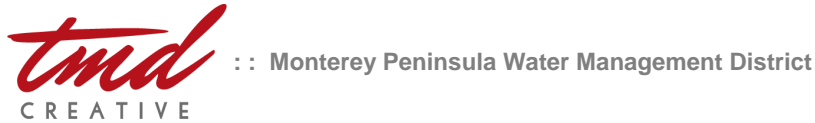
**Following two months to include (per month):** up to 25 consulting hours, 60 production hours

**On-going month-to-month work (per month):** 10 consulting hours, up to 12 hours of production work\*

*\*this may increase once a quarter or twice a year as we evaluate and adjust the campaign as needed*

**Note:** we can break this down in a way that is most convenient for WPWM (for instance if you wanted to calculate the total yearly work and divide by 12, that could then be the monthly retainer price). In that particular scenario the monthly retainer would be approximately: **\$5,500 per month**



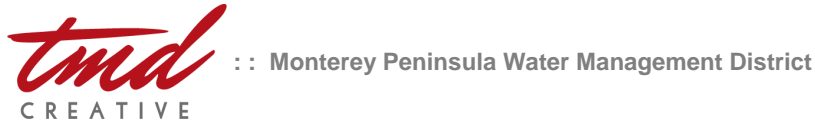


## **Clients**

Our client list includes a broad range of large companies, smaller companies, government agencies, non-profits and trade associations. (this is a partial list of current clients)

1<sup>st</sup> Capital Bank  
AGR Partners  
Barkley Ag Enterprises  
Booth Ranches  
Brent Redmond Transportation  
California Agricultural Leadership Foundation  
California International Airshow  
Central Coast Federal Credit Union  
City of Salinas  
Community Foundation for Monterey County  
Monterey Peninsula Water Management District  
County of Boulder  
Creative Plant Design  
D'Arrigo Bros. Co. of CA  
Del Rey Avocado  
Del Sur Services  
Designed Workforce Solutions  
Earthfresh Organics  
Franmara  
Frantz Nursery  
Generation Growers  
Hartnell College  
International Produce Group  
Metzer Farms  
Monterey County Registered Nurses Association  
Monterey Mushrooms  
Monterey Peninsula College  
Nunes Company (Foxy Produce)  
Ocean Mist Farms  
Pacific Valley Bank  
Pasquinelli Produce Company  
SLO Community Foundation  
Sun Street Centers  
Taylor Farms  
Taylor Fresh Foods  
Worthington Law Centre

## EXHIBIT 2-C



### **Testimonials**

"With a unique combination of creative energy and the talent to produce strategic and thoughtful marketing campaigns, TMD has consistently delivered high-quality product and brand messaging through an array of media."

- Bruce Adams, Vice President // Central Coast Federal Credit Union

"You TMD guys are hot, hot, hot! Thanks for helping set an image for our department."

- Sam Trevino, Community Relations Manager // Monterey County  
Department of Social & Employment Services (retired)

"There are no words quite adequate to thank you for your enthusiasm and enormous talent you have provided."

- Sylvester D Ryan, Bishop of Monterey // Diocese of Monterey (retired)

"The team at TMD has proven to be creative, resourceful and very reliable. They are flexible and easy to work with. It has truly been a trouble-free collaboration ranging from the simplest ad to the more involved TV and radio commercials. You can count on them to take abstract ideas and create attractive, professionally produced materials that achieve results."

- Harry Wardwell, Central Coast Regional President // Rabobank

"TMD's revamping of our website has been very successful for us. We have received so much positive feedback from the community!"

- Anna Foglia, Executive Director // Sun Street Centers

## EXHIBIT 2-D

**From:** [Phil Wellman](#)  
**To:** [Stephanie Locke](#)  
**Subject:** Wellman Proposal  
**Date:** Wednesday, July 15, 2020 3:27:30 PM  
**Attachments:** [WellmanAd Proposal.pdf](#)

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Hi Stephanie,

The digital proposal is attached. Please visit our website to see a wide range of work.

<http://www.wellmanad.com>

The printed version at the front door contains select printed samples.

Thanks, Phil

**WELLMANAD**

Strategic Brand Marketing & Advertising

26235 Atherton Place  
Carmel, CA 93923

831.626.0466

Website: <http://www.wellmanad.com>

# Qualifications Proposal

## PUBLIC OUTREACH / RELATIONS CONSULTANT

July 15, 2020

Monterey Peninsula Water Management District  
5 Harris Court, Building G  
Monterey, CA 93940

July 15, 2020

Monterey Peninsula Water Management District  
5 Harris Court, Building G  
Monterey, CA 93940

Dear MPWMD Board Members and Staff,

I've lived and worked on the Monterey Peninsula for over thirty years and bring a wealth of local connections and resources to this proposal. Since 2014 I've been interested and deeply involved in the water issues on the Peninsula.

WellmanAd was hired by Public Water Now in 2018 to develop and execute the Measure J Campaign. We challenged Cal Am's \$3 million attack with a \$160,000 budget. Working with PWN's extensive grass roots effort, Measure J won by 12 points.

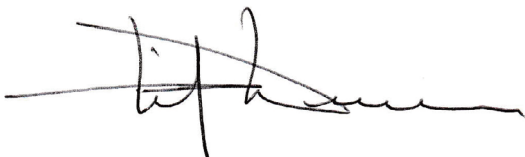
With the passage of Measure J and the Monterey Peninsula Water Management District Feasibility Report in 2019, the Peninsula and the District are ready to move forward with the steps necessary to complete the Cal Am buyout.

This next year will be crucial to our community's water future. Your agency will play a new and critical leadership role. WellmanAd is uniquely qualified to help you in this transition by providing the kind of clear messaging and outreach that is only possible as a result of a deep understanding of the issues involved and the needs of the community.

Our collective success relies on effective teamwork and I look forward to working with your staff and many of your board members with whom I have enjoyed working in the past.

My proposal to take responsibility for MPWMD's public outreach and public relations follows.

Thank You,



Phil Wellman

## EXHIBIT 2-D

### **WHO WE ARE**

#### **WELLMAN AD**

26235 Atherton Place, Carmel, CA 93923

<http://www.wellmanad.com>

Full Service Advertising Agency / Founded 1990

Strategic Marketing Plans

Branding & Logos

Website Design

Digital & Print Advertising

Social Media

Online Video Content

TV Spots / Documentaries

Public Relations: Press Releases, Op Eds

Listserves: Mail Chimp / Constant Contact

Print: Brochures, Mailers, Newsletters, etc.

Events / Large Project Management

Phil Wellman – President, Marketing Strategist, Creative Director, Designer

Scott White – Social Media / Web Development

Tam Communications – Video: TV, Mobile, Web Content

### **WHAT WE STAND FOR**

**There's a creative solution for every challenge.**

Communicating those solutions clearly is essential. Do you have a strategic messaging plan in place that will alert the community to your plans and actions, and respond to their concerns? Are all forms of outreach including social media, website, and email strategy aligned? Do you have an ad campaign in place to remind them why you can be trusted?

We can help.

## EXHIBIT 2-D

### RECENT CLIENTS

Work examples - visit <http://www.wellmanad.com>

**Sierra Instruments** – Monterey, CA (2006 to present)

Global Manufacturer, Distributor – Mass Flow Measurement Instruments

Branding / Marketing / Advertising / Design

“WellmanAd is so much more than your everyday agency! We have benefited enormously from having Phil as an integral part of our team for over a decade. My company gets the whole package with his team—Great advertising and design as well as branding expertise that drives our strategic direction as a company. Phil is a primary contributor to our strategic positioning in global markets and a key reason we have grown to be the leading company in our industry.”

— **Matthew Olin, CEO, Sierra Instruments**

**Monterey Jazz Festival** – Monterey, CA (2003-2018)

World Renowned Jazz Festival

Branding / Marketing / Advertising / Creative Direction / Design

“Phil has been a great asset to the Monterey Jazz Festival team. His creativity, professionalism and strategic thinking helped lead the Monterey Jazz Festival in its journey to become one of the world’s great music events.”

— **Tim Jackson, Artistic Director, Monterey Jazz Festival**

“For 15 years Phil was a creative force behind Monterey Jazz Festival’s strong brand identify. Endlessly curious, Phil is continuously learning about new technologies and marketing trends to strategically apply a modern approach to a marketing campaign.”

Phil is a big thinker who knows how to build a strong brand identity.

— **Colleen Bailey, Executive Director, Monterey Jazz Festival**

**Adam Bolaños Scow for Congress** – Watsonville, CA (2020)

Campaign for U.S. Congress (Primary)

Branding / Marketing / Advertising / Design / Social Media / Public Relations

“Phil was invaluable to us during my congressional campaign in which he oversaw the development and execution of all of our outreach and public relations. Phil is a true professional and his work is top notch.”

— **Adam Bolaños Scow, Environmental Advocate**

**City of Marina** (Layne Long) – Marina, CA (2019)

Mailer – Alerted Community to Coastal Commission Meeting - Very successful

Marketing / Design

## EXHIBIT 2-D

**Hitchcock Farms** – Salinas, CA (2006-2019) – Formerly Boggiatto Produce  
Produce Grower and Shipper  
Marketing / Advertising / Design

**Public Water Now** – Monterey, CA (2018)  
Measure J Campaign – Won by 12 points  
Marketing / Advertising / Design / Social Media / Public Relations

“WellmanAd is wonderfully skilled and has brought considerable enthusiasm to the challenge of developing and executing a strategic and highly-effective media campaign. Much of the credit for our remarkable victory belongs to them.”

— **George Riley, Director, Public Water Now**

**George Riley** – Monterey, CA (2018)  
MPWMD Board Seat – Won by 10 points  
Marketing / Advertising / Design

**Bruce Delgado** – Marina, CA (2018)  
Marina Mayors Race – Won by 12 points  
Marketing / Advertising / Design

“What a blast of fresh air and positive, talented spirit WellmanAd brought to our campaign! They really came through every time we needed them.”

— **Bruce Delgado, Mayor of Marina, California**

**Monterey Salinas Transit** – Monterey, CA (2013-2017)  
Jazz Bus Rapid Transit Project – National First Place Award Winner  
Concept / Branding / Design / Project Management / Marketing / Advertising

**Monterey Salinas Transit** – Monterey, CA (2018)  
Real Time App Campaign – National Grand Award Winner  
Branding / Marketing / Advertising / Design

“WellmanAd has truly taken MST to the next level with two marquee projects. With our Jazz-themed bus rapid transit project, WellmanAd excelled in taking our unique and innovative vision from concept to reality, ultimately creating an unparalleled multi-media branding program that won a national first place award from the American Public Transportation Association (APTA).”

“And, just last year, WellmanAd led the creative team once again for the promotional campaign for “MST Real-Time”, a system that enables customers to track their bus via text, phone, app and maps. This time, we won the National Grand Award from APTA!”

— **Hunter Harvath, Asst. General Manager, Monterey Salinas Transit**



## EXHIBIT 2-D

### **STRATEGIC PLANNING**

We recommend both annual and monthly planning with Staff and the Public Outreach Committee to identify objectives and strategies. Tactics would be selected and budgeted for in a monthly plan.

From initial project research to execution and delivery, we look forward to working closely with you to enhance your relationship with the community, accomplish a successful buyout and achieve your ongoing goals. We are excited to explore fresh ideas of all kinds as MPWMD expands its role.

### **MONTHLY RETAINER**

\$3,000 (22 hrs) to \$4,000 (30 hrs)

- Fee depends on the quantity of work required

Time invested at \$135 per hour

- Standard agency non-profit rate is \$175 per hour – Discounted for MPWMD

Outside services would be invoiced separately – Printing, Mailing, Advertising Placement, etc.