



FINAL

MINUTES

**Monterey Peninsula Water Management District
Public Outreach Committee
July 27, 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 June 3, 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. Consider Recommendation to the Board of Directors re Selection of a Public Outreach Consultant**
Riley offered a motion that was seconded by Edwards to submit this item for consideration to the Board of Directors without a recommendation. The motion was approved on a unanimous vote of 3 – 0 by Riley, Edwards, and Adams. Committee Chair Adams requested that this item be considered at the July 31, 2020 Special Board meeting.

Public Comment: (a) **Phil Wellman**, Strategic Brand Marketing & Advertising, stated that it will be important to build trust within the community in the District's ability to manage the water supply. He advised that he has worked with public agencies, non-profits, and private companies within Monterey County, and that his prior work with the Measure J campaign would have no direct bearing on work he would do for the District. (b) **Terry Feinberg**, Strategy Marketing Planning, stated that he had many years' experience working with private companies and government entities. He explained that running a one-man shop frees him to focus on strategic communications, media, and public relations and to work with creative people who charge lower rates than the large companies.

Discussion

- 3. Suggest Items to be Placed on Future Agendas**
(1) The committee should discuss development of a position on the desalination project for

presentation to the California Coastal Commission. The committee could decide in what format the statement should be presented: in person or by letter. The committee's recommendation would be submitted to the Board for consideration. (2) Determine what the Committee's and/or Board of Directors' role would be in carrying out the public outreach plan proposed by the consultant.

Public Comment: (a) **Phil Wellman** suggested that at the July 31, 2020 Special Board meeting, each of the three public outreach consultants under consideration be given the opportunity to make a short presentation. (b) **Terry Feinberg** asked if the applicants could submit a supplemental addendum to their submissions. *Committee Chair Adams stated that no supplemental information should be submitted, but a brief presentation to the Board from each applicant on July 31, 2020 would be appropriate.*

Adjournment

The meeting was adjourned at 5:15 pm.

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