



AGENDA  
**Public Outreach Committee**

Monday, June 29, 2026, at 2:00 p.m. | *Virtual Meeting*

| <b>COMMITTEE MEMBERS</b>      |   | <b><u>Mission Statement</u></b>   |
|-------------------------------|---|---|
| <i>Rebecca Lindor – Chair</i> | <i>Staff:</i>                                     | Sustainably manage and augment the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its natural and human environments. |
| <i>Alvin Edwards</i>          | <i>David J. Stoldt, General Manager</i>           |   |
| <i>Marianne Gawain</i>        | <i>Mike McCullough, Assistant General Manager</i> |   |
| <i>Alternate:</i>             | <i>Mollie Wooden, Water Demand Manager</i>        | <b><u>Vision Statement</u></b>  |
| <i>George Riley</i>           |   | Model ethical, responsible, and responsive governance in pursuit of our mission.  |
|                               |   | <b><u>Board’s Goals and Objectives</u></b>  |
|                               |   | Are available online at <a href="https://www.mpwmd.net/who-we-are/mission-vision-goals/">https://www.mpwmd.net/who-we-are/mission-vision-goals/</a>   |

Join the meeting at:

<https://mpwmd-net.zoom.us/j/82397688991?pwd=C4bOpkBEk1xauSwgXkZTQpJDZAp4Ft.1>

Webinar ID: **823 9768 8991** | Password: **062926** | To Participate by Phone: **(669) 900-9128**

For detailed instructions on how to connect to the meeting, please click the link below:

<https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>

Copies of the agenda packet are available for review on the District website ([www.mpwmd.net](http://www.mpwmd.net)) and at 5 Harris Court, Bldg. G, Monterey, CA.

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**Call to Order / Roll Call**

**Additions and Corrections to the Agenda**

**Comments from Public** – *The public may comment on any item within the District’s jurisdiction. Please limit your comments to three (3) minutes in length.*

**Action Items** – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

1. Consider Adoption of Committee Meeting Minutes from April 27, 2026

**Discussion Items** – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

2. Status of Public Outreach Projects / WellmanAd (*Verbal Report*)

3. Summer Splash Update (*Verbal Report*)
4. Citizen’s Water Panel Update (*Verbal Report*)

**Suggest Items to be Placed on Future Agendas**

**Adjournment**

**Accessibility**

In accordance with Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), 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 at least 48 hours prior to the scheduled meeting date/time. Requests should be forwarded to Sara Reyes by e-mail at [sara@mpwmd.net](mailto:sara@mpwmd.net) or at (831) 658-5610.

**Options for Providing Public Comment**

**Submission of Written Public Comment**

Send written comments to District Office, 5 Harris Court, Building G, Monterey, CA or online at [comments@mpwmd.net](mailto:comments@mpwmd.net). Include the following subject line: "PUBLIC COMMENT ITEM #" (insert the agenda item number relevant to your comment). Written comments must be received by 12:00 PM on the day of the meeting. All submitted comments will be provided to the Committee, compiled as part of the record, and placed on the District’s website as part of the agenda packet for the meeting. Correspondence is not read during public comment portion of the meeting.

**Instructions for Connecting to the Zoom Meeting can be found at**  
<https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>

*Refer to the Meeting Rules to review the complete Rules of Procedure for MPWMD Board and Committee Meetings:*  
<https://www.mpwmd.net/who-we-are/board-of-directors/meeting-rules-of-the-mpwmd/>

**PUBLIC OUTREACH COMMITTEE**

**ITEM: ACTION ITEM**

**1. CONSIDER ADOPTION OF APRIL 27, 2026 COMMITTEE MEETING MINUTES**

**Meeting Date: June 29, 2026**

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

**Prepared By: Sara Reyes**

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**SUMMARY:** Exhibit 1-A contains the draft minutes from the Public Outreach Committee meeting held on April 27, 2026.

**RECOMMENDATION:** Staff recommends that the Public Outreach Committee review and adopt the draft minutes by motion.

**EXHIBIT:**

**1-A** Draft Minutes of the April 27, 2026, Public Outreach Committee Meeting



**EXHIBIT 1-A**

**Draft Minutes  
Public Outreach Committee Meeting  
Monday, April 27, 2026, at 2:00 p.m.  
Meeting Location: Zoom**

**Call to Order / Roll Call**

Chair Lindor called the meeting to order at 2:03 p.m.

**Committee Members Present**

Rebecca Lindor, Chair  
Alvin Edwards  
Marianne Gawain

**Committee Members Absent**

None

**District Staff Members Present**

Dave Stoldt, General Manager  
Mike McCullough, Assistant General Manager  
Stephanie Locke, Water Demand Manager  
Sara Reyes, Board Clerk

**District Counsel Present**

Michael Laredo, De Lay & Laredo

**Additions and Corrections to the Agenda**

None

**Comments from the Public**

Chair Lindor opened the Public Comment period; however, no comments were received.

**Action Items**

Chair Lindor introduced the item.

**1. Consider Adoption of Committee Meeting Minutes from February 24, 2026**

On a motion by Gawain and seconded by Edwards, the minutes of the February 24, 2026, committee meeting were approved on a roll call vote of 3 Ayes (Edwards, Gawain and Lindor), and 0 Noes.

**Discussion Items**

Chair Lindor introduced the item.

**2. Status of Public Outreach Projects**

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide deck titled, *MPWMD Public Outreach Report (February 25 to April 27)*. The presentation can be found on the District website.

Mr. Wellman reported on recent outreach activities and performance metrics, including the following:

- E-newsletters: Reported strong engagement (approx. 20,500 delivered; 31–34% open rates; 116–129 clicks), including issues featuring Steelhead, Fix a Leak Week, and the Annual Report.

- Mulch Madness (March 26): 212 vehicles; 700 bags; 75 truckloads distributed.
- Earth Day: Free hose-nozzle giveaway; 256 distributed, with additional distribution planned at upcoming events.
- Annual Report: 20,000 copies inserted in the *Monterey County Weekly* (April 23) and distributed via email; staff relayed positive feedback from the Weekly’s publisher.
- NPR underwriting: Announced a six-month agreement beginning May 1 (66 fifteen-second spots/month) at a cost of a little under \$2,000/month.

Stephanie Kister provided an overview of planned content for the Summer Splash campaign launching July 1, themed “Global Water Use.” The campaign will focus on virtual water and water footprint concepts, emphasizing water use across agriculture, industry, and energy production, and the impact of consumer choices. Planned content includes a video on water use in data centers/AI and the return of a water footprint calculator/quiz. Ms. Kister noted that prizes will be similar to last year with minor adjustments and invited Committee input.

Phil Wellman announced a joint project with Monterey One Water to produce a documentary, *Secure the Future*, highlighting the development of Pure Water Monterey and efforts to restore the Carmel River. The film is expected to be completed by October. He also noted that filming has begun, including recent shoots along the Carmel River and at Pure Water Monterey facilities, with project costs to be shared through Monterey One Water.

### 3. Update on Activities to Date

Assistant General Manager Mike McCullough reported on recent community outreach and visibility efforts. He highlighted meetings with Del Monte Center representatives to address compliance issues, noting positive collaboration with staff. He also described a recent briefing with Naval Support and Presidio leadership to educate them on the District’s role, which was well received. Additionally, Mr. McCullough noted his attendance at an April State Water Board meeting, emphasizing the importance of maintaining a visible presence with state officials.

### 4. Update on Citizens’ Water Panel

Mike McCullough provided an update on the Citizens Water Panel. Board members were reminded to submit their appointees by May 10, with several already received and a reminder planned for May 1. Stakeholder statements of intent will also be reviewed on May 10. Once panel members are finalized, staff will develop an educational program aimed at informing participants and expanding community awareness of District initiatives. Mr. McCullough expressed enthusiasm for the panel and broader outreach efforts.

### Suggest Items to Be Placed on a Future Agenda

No items were received.

### Adjournment

There being no further business, Chair Lindor adjourned the meeting at 2:30 p.m.

/s/ Sara Reyes

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Sara Reyes, Board Clerk to the  
*MPWMD Public Outreach Committee*

Approved by the MPWMD Public Outreach Committee on \_\_\_\_\_, 2026.  
Received by the MPWMD Board of Director’s on \_\_\_\_\_, 2026.