



**Final Minutes
Public Outreach Committee Meeting
Monday, June 29, 2026, at 2:00 p.m.
Meeting Location: Zoom**

Call to Order / Roll Call

Chair Lindor called the meeting to order at 2:00 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
Mollie Wooden, Water Demand Manager
Stephanie Kister, Water Demand Analyst
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 public was in attendance.

Action Items

Chair Lindor invited General Manager Dave Stoldt to present the action items.

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

On a motion by Gawain and seconded by Lindor, the minutes of the April 27, 2026 committee meeting were approved by a roll call vote of 2 Ayes (Gawain and Lindor), 0 Noes, with Edwards experiencing audio issues.

Discussion Items

Dave Stoldt 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 (April 28 to June 29)*. The presentation is available on the District's website.

Mr. Wellman reported provided the following updates:

- KAZU radio advertising running May through October, including a 15-second ad airing 56 times per month plus 66 bonus ads, reaching about 72,000 weekly listeners across Monterey, Salinas Valley, and Santa Cruz.
- Print ads in Monterey County Weekly and Pine Cone highlighted aquifer replenishment (300

million gallons) and received strong response.

- Phil Wellman reported that the latest newsletter received the strongest response the organization has ever seen. Mollie Wooden shared that she received positive feedback from community members and industry contacts, many of whom were excited to learn about her accomplishments and work with the organization.
- Additional half-page ad promoted local watering schedules and encouraged tourists to conserve water (reuse towels, turn off faucets).
- Upcoming “Summer Splash” campaign: full-page ads running weekly for four weeks in both publications.
- Weekly newsletter ads will reinforce messaging; content will be refreshed regularly.
- Interactive Q&A webpage launched with a simple 12-question format to engage users.
- Documentary project “Future Secured: Pure Water Monterey” progressing: filming complete; research ongoing, including archival collection, expert interviews, and narrative development.

General Manager Stoldt thanked Phil Wellman for providing artwork for the lobby refresh.

3. Summer Splash Update

Stephanie Kister expressed excitement about launching the initiative on Wednesday, July 1. The program includes educational content on global water availability, major water users, and the impact of artificial intelligence and data centers on water resources. It also features a water calculator to help participants understand their personal water footprint based on lifestyle and diet. Participants may select their top three prize choices, adding an engaging incentive. The initiative will be promoted through an email blast and broader outreach.

4. Citizens’ Water Panel Update

Mike McCullough reported that an announcement was sent out approximately 10 days ago for the first session, scheduled for Friday, August 7, from 9:30 a.m. to 12:30 p.m. at the District office. The initial session will provide a general overview of the District, including its history and divisions. Additional sessions are being planned to highlight departments and include related tours, with the program expected to conclude in late April with General Manager topics and a tour of Pure Water Monterey.

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 2:23 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on June 29, 2026.

Received by the MPWMD Board of Director’s on September 28, 2026.