



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
June 27, 2019

Call to Order

The meeting was called to order at 4:00 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne - Chair
 Molly Evans
 Alvin Edwards

Committee members absent: None

District staff members present: David Stoldt, General Manager
 Stephanie Locke, Water Demand Manager
 Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

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

Action Items

1. **Consider Adoption of March 12, 2019 Committee Meeting Minutes**
 On a motion of Director Edwards and second by Director Evans, the minutes of were approved as presented on a vote of 3 – 0 by Edwards, Evans and Byrne.

2. **Consider Contract for District Public Outreach and Communications Services with Thomas Brand Consulting for Fiscal Year 2019-2020**
 Byrne offered a motion that was seconded by Edwards to recommend that the Board of Directors approve the contract with Thomas Brand Consulting and that the consultant meet with the committee again to present an updated outreach plan. The motion was approved on a unanimous vote of 3 – 0 by Byrne, Edwards and Evans.

During the discussion the committee suggested the following. (a) When directors are elected or appointed, the announcement should be published in ACWA News. (b) The District's Youtube channel should be printed on Board meeting agendas so the public can view recordings of the meetings. (c) A short video regarding the results of the HEART program should be produced. (d) Purchase ad space in the Monterey County Herald to publish regular updates. (e) Budget for one mailer per year. (f) Suggest mailer following completion of feasibility study. (g) Inform directors of protocol for public speaking, i.e. when a director may express personal opinions and when a script prepared by the District should be referenced. (h) Important that work products are reviewed/approved by the committee and staff. (i) Need products and strategies for broad outreach.

3. Review Draft Letters for Publication

This item was added by the Chair at the meeting. General Manager Stoldt presented draft letters for discussion. The committee suggested changes to the content and discussed the schedule for publication of letters in local newspapers.

Discussion

- 3. | ~~Removed from Agenda – Formation of a Working Group to Review and Expand Upon District-Wide Water Conservation Strategies~~**

Adjournment – The meeting was adjourned at 5:10 pm.

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