



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**

Wednesday, June 3, 2020, 3:30 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=e23ea4487bd57841db4496584b5f821cc>

Or access the meeting at: mpwmd.webex.com.

Meeting number: **126 384 1213**

Meeting password: **Outreach**

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 February 14, 2020 Committee Meeting Minutes

Discussion Items - Public comment will be received

2. Discuss Outreach Scope of Services
3. Discuss Phase 2 of Measure J Outreach Needs and Possibilities Under Covid-19
4. 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 Tuesday, June 2, 2020, to the Board Secretary, arlene@mpwmd.net or call 831-658-5652.

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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 only.

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=e23ea4487bd57841db4496584b5f821cc> or copy and paste the link into your browser, or go to: mpwmd.webex.com.

Under “Join a Meeting” enter the meeting number **126 384 1213**, hit the enter key and when prompted enter the meeting password **Outreach**, 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 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 Wednesday, June 3, 2020. Comments submitted by noon will be provided to the Board of Directors and may be read into the record and will be compiled as part of the record.

PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF FEBRUARY 14, 2020 COMMITTEE MEETING MINUTES

Meeting Date:	June 3, 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

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the February 14, 2020 committee meeting.

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

EXHIBIT

1-A Draft minutes of the February 14, 2020 committee meeting



EXHIBIT 1-A

DRAFT MINUTES

Monterey Peninsula Water Management District Public Outreach Committee

February 14, 2020

Call to Order

The meeting was called to order at 4:00 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 October 24, 2019 Committee Meeting Minutes**
On a motion by Riley and second of Edwards the minutes were adopted on a unanimous vote of 3 – 0 by Riley, Edwards and Adams.
2. **Consider Adoption of 2020 Meeting Schedule**
On a motion by Riley and second of Edwards the committee meeting schedule was adopted as presented on a unanimous vote of 3 – 0 by Riley, Edwards and Adams.
3. **Consider Change to District Branding Message**
On a motion by Riley and second of Edwards, the committee opted to retain the branding message “Water Matters”, and to publish a newspaper ad promoting Fix a Leak Week. The motion was approved on a vote of 3 – 0 by Riley, Edwards and Adams.

Discussion

4. **Discuss Scope of Services for Public Outreach Consulting Services**
Staff reported that a request for qualifications will be distributed within two weeks and the responses will be submitted to the committee for review and recommendation. The Board of Directors will make the final determination on the qualified consultant. Staff will not limit the search to the Monterey area.
3. **Review Santa Clara Valley Water District Logo**
There was consensus on the committee that a letter should be sent to the Santa Clara Valley Water District advising the agency of trademark infringement.

Adjournment

Prior to adjournment the committee members suggested the following items for discussion at a future meeting: responses to the RFQ for public outreach consulting services; follow up on the letter to Santa Clara Valley Water District; and development of a presentation to jurisdictions within the District re the Measure J process. The meeting was adjourned at 4 pm.

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PUBLIC OUTREACH COMMITTEE

2. DISCUSS OUTREACH SCOPE OF SERVICES

Meeting Date: June 3, 2020 **Budgeted:** N/A

From: David J. Stoldt, **Program/** N/A
 General Manager **Line Item No.:** N/A

Prepared By: Stephanie Locke **Cost Estimate:** N/A

General Counsel Review: N/A

CEQA Compliance: This action does not constitute a project as defined by the California Environmental Quality Act Guidelines section 15378

SUMMARY: The Request for Proposals for a marketing and public relations expert was delayed due to the coronavirus crisis and concerns over potential revenue shortfalls as a result. Staff has been considering key aspects of what a future contractor would look like and requests further discussion by the Public Outreach Committee, as well as a discussion about pursuing a new contract during the ongoing pandemic.

The following bullets summarize staff's perspective of what services the District needs:

- Understanding of the District's issues
- Ability to communicate to broad audiences
- Represents the values of the District
- Develops key messages, including print advertising and other products
- Coordinates with media outlets to place advertising
- Manages the District's mailing lists
- Produces newsletters, marketing materials, brochures, press releases
- Produces ads
- Develops opinion/editorials in consultation with staff/board
- Manages event coordination
- Manages/maintains websites & social media
- Has experience with crisis communication
- Attends key meetings and provides feedback

Staff has identified the following local marketing/advertising/public relations firms:

Armanasco Public Relations
Boots Road Group
Brickman Marketing
Chatterbox Public Relations
Moxie Marketing

Schipper Design
The Wecker Group
TMD Creative
Wellman Ad

RECOMMENDATION: The Committee should discuss the timing and distribution of an RFQ for the District's immediate outreach needs.

EXHIBIT
None