



**FINAL**

**MINUTES**

**Monterey Peninsula Water Management District  
Public Outreach Committee  
June 3, 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 February 14, 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.

**Discussion**

2. **Discuss Outreach Scope of Services**  
Staff provided an overview of previous outreach programs coordinated by an on-staff outreach professional and later by a public outreach consultant. Staff also gave an overview of outreach efforts conducted by staff in the absence of a consultant. No objections were raised to the service needs outlined in the staff report. The committee members agreed that an RFP should be distributed to all firms listed in the staff report and only firms located within Monterey County. Upon review of the proposals, it could be determined if a conflict of interest or other criteria would remove the firm from consideration. It was also acknowledged that the role of the District as a leader in water issues was significant. It was important to be aggressive in producing timely and accurate information to the public on decisions made by the Board of Directors, especially in view of mission critical issues such as consideration of a Resolution of Necessity associated with Measure J and the controversy over Pure Water Monterey and California American Water's proposed desalination project.
3. **Discuss Phase 2 of Measure J Outreach Needs and Possibilities Under Covid-19**  
General Manager Stoldt advised that he was scheduled to provide an update on the progress of Phase 2 of the Measure J process at the June 15, 2020 Board meeting. The committee proposed that a series of virtual public meetings, beginning in late June, should be conducted to keep the public apprised of progress on the Measure J process and to respond to questions. It was suggested that the meetings could be conducted monthly through August. It would be important

to determine the best timing for distribution of information to the public because campaigning for the November 3, 2020 general election would be in full force in September and October when the District Board could be making important decisions related to Measure J. It was suggested that a mailer should be sent throughout the District, but if sent during the busy campaign period it could be ignored by the recipients. Also proposed was the need for an in-person meeting conducted at a large venue, with the panel and audience observing social distancing.

### **Adjournment**

Prior to adjournment the committee members suggested the following items for discussion at a future meeting: (a) review responses to the RFQ for public outreach consulting services; and (b) update on Phase 2 Measure J progress. It was agreed that the June 22, 2020 committee meeting may be cancelled and the July 27, 2020 committee meeting should be rescheduled to earlier in the month. The meeting was adjourned at 5 pm.

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