



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
March 21, 2018

Call to Order

The meeting was called to order at 3:35 pm in the Water Management District conference room.

Committee members present: Robert S. Brower, Sr. - Alternate
Molly Evans
Brenda Lewis

Committee members absent: Jeanne Byrne - Chair

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

Others present: Steve Thomas, Thomas Brand Consulting

Comments from the Public: Dan Turner recounted a conversation he had with a member of the public about the Public Water Now petition regarding public ownership of California American Water. Mr. Turner noted that he was able to provide satisfactory evidence of the need for public ownership, so the person he was speaking with signed the petition.

Action Items

- 1. Consider Adoption of November April 12, 2017 Committee Meeting Minutes**
On a motion by Evans and second of Lewis, minutes of the April 12, 2017 committee meeting were approved on a vote of 2 - 1 by Evans and Lewis. Brower abstained.
- 2. Consider Development of Recommendation to the Board of Directors re Approval of the Draft 2017 MPWMD Annual Report**
Lewis offered a motion that was seconded by Evans, to recommend that the Board of Directors approve the Annual Report text with clarifications in the section titled Proposition 1 Integrated Regional Water Management Program. The motion was adopted on a vote of 3 – 0 by Lewis, Evans and Brower.

During the public comment period on this item, Dan Turner addressed the committee. He asked if all the topics covered in the report were necessary. Stoldt explained that state law dictates the topics that should be addressed in the report.

Discussion Items

- 3. Update on MPWMD Local Branding Ad Campaign**
The committee reviewed a series of advertisements developed by the District that were published in local newspapers between June 2017 and March 2018. In addition, the committee reviewed an advertisement that would be published in the future that promoted the District's

achievements over the past ten years. The committee members expressed support for publication of the advertisement.

Dan Turner addressed the committee during the public comment period on this item. He asked for clarification of outdoor watering regulations. He also stated the District should expect that Cal-Am will circulate negative information about the District if an election is called regarding public ownership of the water system.

Schedule Next Meeting Date

No meeting date was set. One topic of discussion at a future meeting will be the District’s response to a ballot measure on public ownership of the water system.

Adjournment

The meeting was adjourned at 4:15 pm.

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