



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
March 12, 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 September 5, 2018 and October 10, 2018 Committee Meeting Minutes

On a motion of Director Evans and second by Director Edwards, the minutes of September 5, 2018 and October 10, 2018 were approved as presented on a vote of 3 – 0 by Evans, Edwards and Byrne.

2. Develop Recommendation to the Board Regarding Adoption of 2018 MPWMD Annual Report

Director Edwards offered a motion that was seconded by Evans, to recommend that the Board adopt the 2018 MPWMD Annual Report as presented, with the addition of information on the passage of Measure J and implementation of Rule 19.8. The motion was approved on a vote of 3 – 0 by Edwards, Evans and Byrne.

The committee requested that staff provide an estimate of the cost to send a mailer out District wide.

3. Review and Approve Committee Meeting Schedule for 2019

On a motion by Director Evans and second by Director Edwards, the committee schedule was approved on a vote of 3 – 0 by Evans, Edwards and Byrne.

Discussion Items

4. Review of District Branding Campaign and Schedule for 2019

Mr. Thomas reviewed advertisements that had been published in 2018. He noted that advertisements were also placed on radio, social media, and internet platforms. The committee

expressed support for the advertising strategy, and interest in development of an e-newsletter. It was also suggested that the District should work with Access Monterey Peninsula on televising public interest programs that feature the MPWMD.

Schedule Next Meeting Date – April 25, 2019

Adjournment – The meeting was adjourned at 4:55 pm.

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