



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
Friday, May 7, 2021, *Virtual Meeting*

Call to Order

The virtual meeting was called to order by Chair Adams at 9:00 am via Zoom.

Committee members present: Mary Adams - Chair
Amy Anderson
Karen Paull, *Alternate*

Committee members absent: Safwat Malek

District staff members present: David J. Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Stephanie Kister Campbell, Conservation Analyst
Joel G. Pablo, Executive Assistant / Board Clerk

District Counsel present: None

TMD Consulting: Nick Pasculli, President & CEO with TMD Creative

Comments from the Public: None

Action Items

1. **Consider Adoption of February 22, 2021 Committee Meeting Minutes**
Public Comment: None

A motion was made by Paull and second by Anderson to approve the committee meeting minutes of February 22, 2021. The motion passes unanimously on a vote of 3-Ayes (Adams, Anderson and Paull), 0-Noes and 0-Absent.

2. **Provide Direction on Outreach Program Following Establishment of Strategic Plan Goals**

Stephanie Locke, Water Demand Manager presented via MS PowerPoint Presentation: MPWMD 2021 Strategic Plan- Outreach Committee Discussion.

David Stoldt, General Manager and Nick Pasculli, President/CEO with TMD Creative discussed the difference between a constituent survey and a customer survey. Stoldt, Pasculli and the committee discussed ideas on potential survey questions and various ways to effectively obtain a large survey sample size. Chair Adams summarized committee discussions and committee consensus noting the following: a survey should be made available both on paper and electronically and distributed as a mailer and noted no discussion ensued relative to actual costs. Stoldt informed the committee that costs as it relates to the survey will be brought up at the June, 2021 MPWMD Board Meeting.

Public Comment: None

3. **Develop Recommendation to the Board Regarding Adoption of 2020 MPWMD Annual Report**

David J. Stoldt, General Manager summarized the staff note and directed attention to the District's enabling legislation requiring the district to produce an Annual Report. Committee members commented on the 2020 MPWMD Annual Report and will work with District Staff to make further edits to said document.

Director Karen Paull left the meeting at 10:13 AM.

Chair Adams noted that the Annual Report did not cover the Cease-and-Desist Order and additional information on the Pure Water Monterey Project.

The committee via consensus approved staff recommendations and referred the matter to the MPWMD Board of Directors for consideration and adoption.

Public Comment: None

Informational Items

4. **Review Proposed Water Efficiency Workshops for CY2021**

Stephanie Kister Campbell, Conservation Analyst mentioned that May, 2021 is Water Awareness Month. Campbell summarized her staff note and covered the following 2021 events/classes: (1) Compost: Building the Soil Sponge Workshop; (2) Greywater Laundry to Landscape Workshop; (3) Garden Design Workshop and (4) Summer Splash Water Challenge Giveaway.

Public Comment: None

Suggest Items to be Placed on a Future Agenda

Chair Adams looks forward to hearing further updates at a future committee meeting on matters discussed on this meeting agenda.

Adjournment

Chair Adams adjourned the meeting at 10:25 am.

/ s/ Joel G. Pablo, Executive Assistant / Clerk of the Board

Approved by the MPWMD Public Outreach Committee on June 28, 2021

Received by the MPWMD Board of Directors on July 19, 2021

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