



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**  
\*\*\*\*\*

Monday, November 23, 2020, 4 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, 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=ed624526383b9da0dd1f2e75d45a19136>

Or access the meeting at: [mpwmd.webex.com](https://mpwmd.webex.com).

Event number: 126 877 9256

Meeting password: news

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 October 15, 2020 Committee Meeting Minutes
2. Approve Monthly Branding Ad Topics for Calendar Year 2021

**Discussion Items** - *Public comment will be received*

3. Review Recent Activities by Public Outreach Consultant
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 Friday, November 20, 2020, to the Board Secretary, [arlene@mpwmd.net](mailto:arlene@mpwmd.net) or call 831-658-5652.

## 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.

**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=ed624526383b9da0dd1f2e75d45a19136>  
or copy and paste the link into your browser, or go to: [mpwmd.webex.com](https://mpwmd.webex.com).

Under “Join a Meeting” enter the event number 126 877 9256, hit the enter key and when prompted enter the meeting password **news**, 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.

## Present Public Comment

Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes but the Chair could decide to set the time for 2 minutes.

- (a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, please identify yourself.
- (b) Phone audio connection **with** computer to view meeting: Select the “raised hand” icon. When you are called on to speak, please identify yourself.
- (c) Phone audio connection only: Press \*3. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press \*3 to end the call.

## Submit Written Comments

If you are unable to participate via telephone or computer to present oral comments, you may submit your comments by e-mailing them to [comments@mpwmd.net](mailto: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 noon on Monday, November 23, 2020. Comments submitted by noon will be provided to the Committee and compiled as part of the record of the meeting.

**PUBLIC OUTREACH COMMITTEE**

**1. CONSIDER ADOPTION OF OCTOBER 15, 2020 COMMITTEE MEETING MINUTES**

<b>Meeting Date:</b>	<b>November 23, 2020</b>	<b>Budgeted:</b>	<b>N/A</b>
<b>From:</b>	<b>David J. Stoldt, General Manager</b>	<b>Program/ Line Item No.:</b>	<b>N/A</b>
<b>Prepared By:</b>	<b>Arlene Tavani</b>	<b>Cost Estimate:</b>	<b>N/A</b>

**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 October 15, 2020 committee meeting.

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

**EXHIBIT**

**1-A** Draft minutes of the October 15, 2020 committee meeting



**EXHIBIT 1-A**

**DRAFT MINUTES**  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
October 15, 2020

**Call to Order**

The virtual meeting was called to order at 11:30 am via WebEx.

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

District Counsel present: David Laredo

TMD Consulting: Sam Spadoni

**Comments from the Public:** No comments were directed to the committee.

**Action Items**

1. Consider Adoption of August 24, 2020 Committee Meeting Minutes  
On a motion by Riley and second of Edwards, the minutes were adopted on a unanimous vote of 3 – 0 by Edwards, Riley, and Adams.

**Presentations**

2. Introduction by TMD Creative  
Sam Spadoni presented an overview of the plan that he and staff had discussed including services provided by the TMD staff members, outreach program goals, expanding social media presence, branding, messaging, and development of ads and newsletters. Mr. Spadoni's presentation can be viewed on the District's website. The committee discussed the information provided by Spadoni and indicated an interest in educating the public about progress on the Measure J/Rule 19.8 process, and promoting the competence, credibility and vision of the District and staff. There was a concern expressed that it had been difficult to maintain relationships with business groups and local governments due to the separation of people brought on by the COVID pandemic and social distancing. It was suggested that staff should begin again to contact these groups and offer to make presentations. Staff planned to work with TMD to develop a focused outreach plan for presentation at the next Public Outreach Committee meeting.

District Counsel Laredo departed from the meeting at 12:15 PM.

3. Review Presentation to Jurisdictions re Update on Compliance with Cease and Desist Order Milestones

Stoldt stated that there was a concern in the community that a milestone would be missed, the State would implement a penalty and that rationing was eminent. He planned to make presentations to the jurisdictions stating that rationing was very unlikely, and it was possible for California American Water (Cal-Am) to comply with the CDO through December 31, 2021. Therefore, the community had time to thoughtfully develop a permanent water supply solution. However, the SWRCB could determine that it was not the fault of Cal-Am or the other applicants that a milestone was missed and then waive the penalty. Stoldt recommended that he delay scheduling any presentations to the jurisdictions until it was known if the SWRCB would waive the 1,000 acre-feet reduction.

**Discussion Items**

4. Suggest Items to be Placed on Future Agendas  
The committee requested a report from TMD Creative at the next meeting.

**Adjournment**

The meeting was adjourned at 12:15 pm

U:\staff\Board\_Committees\PublicOutreach\2020\20201123\01\Item-1-Exh-A.docx