



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
November 23, 2020

Call to Order

The virtual meeting was called to order at 4:00 pm 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
Nicholas Pasculli

Comments from the Public: Melodie Chrislock suggested that General Manager Stoldt present to each jurisdiction within the District the PowerPoint he had prepared to present to the California Coastal Commission. She also requested that the District replace the WebEx virtual meeting format with Zoom.

Action Items

1. Consider Adoption of October 15, 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.
2. Approve Monthly Branding Ad Topics for Calendar Year 2021
On a motion by Riley and second by Edwards, the list of branding ad topics for calendar year 2020 was approved on a unanimous vote of 3 – 0 by Riley, Edwards and Adams.

During the discussion, committee members expressed concern about some of the connectivity and poor audio issues that have been encountered with WebEx. Chair Adams requested that in the future, all meeting participants have the option of viewing the names of those in attendance.

Public comment: John Tilley suggested that during the virtual meeting, the list of attendees be viewable by all persons in the meetings.

Discussion Items

3. Review Recent Activities by Public Outreach Consultant

Sam Spadoni presented a video of photos taken by TMD's photographer at the Sleepy Hollow Steelhead Rearing Facility and Carmel River. The presentation is on file at the District office and can be viewed on the agency website. He showed a print ad that would run in the Carmel Pine Cone and Monterey County Weekly which included a QR code that enables the reader to place a cell phone over the code that leads to a link that allows the person to be added to a District newsletter distribution list. Mr. Spadoni noted that messaging priorities would be updated following the Board's next strategic planning session. In addition, updates to the District's websites would be completed, including posting of new photos. On December 7, 2020 a series of social media postings should begin.

4. Suggest Items to be Placed on Future Agendas
 - (a) Consider use of Zoom for virtual meetings and utilize a standard background for each panelist.
 - (b) Outreach regarding the Measure J process, considering that the District must present unbiased information and cannot take a position of advocacy.

Public comment: Melodie Chrislock suggested that the District enter into a sponsorship agreement with the local National Public Radio affiliate which would include advertising opportunities.

Adjournment

The meeting was adjourned at 5 pm.

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