



**FINAL**

**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

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