



This meeting is not subject to Brown Act noticing requirements. The agenda is subject to change.

**Public Outreach Committee Members:**

*Jeanne Byrne, Chair  
Molly Evans  
Alvin Edwards*

**Alternate:**

*Mary Adams.*

**Staff Contacts:**

*Stephanie Locke  
Arlene Tavani*

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AGENDA

**Public Outreach Committee  
of the Monterey Peninsula Water Management District**

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Thursday, October 24, 2019, 4:00 pm

MPWMD Conference Room, 5 Harris Court, Building G., Monterey, CA

**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** – *Public comment will be received on all Action Items*

1. Consider Adoption of July 25, 2019 Committee Meeting Minutes

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

2. Discuss Public Outreach related to Measure J/Rule 19.8 Feasibility Study
3. Discuss Concepts for November & December Branding Adds
4. Discuss Public Outreach related to Coastal Commission Hearings on Desalination Project

**Adjournment**

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**PUBLIC OUTREACH COMMITTEE**

**1. CONSIDER ADOPTION OF JULY 25, 2019 COMMITTEE MEETING MINUTES**

<b>Meeting Date:</b>	<b>October 24, 2019</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**

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**SUMMARY:** Attached as **Exhibit 1-A** are draft minutes of the July 25, 2019 committee meeting.

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

**EXHIBIT**

**1-A** Draft minutes of the July 25, 2019 committee meeting



## **EXHIBIT 1-A**

### **DRAFT MINUTES Monterey Peninsula Water Management District Public Outreach Committee July 25, 2019**

#### **Call to Order**

The meeting was called to order at 4:04 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne, Chair  
Molly Evans  
Alvin Edwards

District staff members present: David Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Sara Reyes,

Others present: Steve Thomas, Thomas Brand Consulting

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

#### **Action Items**

- 1. Consider Adoption of June 27, 2019 Committee Meeting Minutes**  
On a motion of Director Evans and second by Director Edwards , the minutes of June 27, 2019 were approved as presented on a vote of 3 – 0 by Evans, Edwards and Byrne.

#### **Discussion Items**

- 2. Discuss Outreach Priorities for FY 2019-2020**  
Steve Thomas gave a presentation to the committee and reviewed strategies to reach a larger group of residents through various television, radio, print, social media and internet platforms. There was consensus to support the plan presented. Mr. Thomas reported that the committee could review advertising language at its next meeting.

#### **Adjournment**

The meeting was adjourned at 4:58 pm.

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