



FINAL MINUTES
Monterey Peninsula Water Management District
Public Outreach Committee
October 24, 2019

Call to Order

The meeting was called to order at 4:00 pm in the Water Management District conference room.

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

Committee members absent: None

District staff members present: David Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

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

Action Items

1. **Consider Adoption of July 25, 2019 Committee Meeting Minutes**
The minutes of were approved as presented on a vote of 3 – 0 by Edwards, Evans and Byrne.

Discussion

2. **Discuss Public Outreach Related to Measure J/Rule 19.8 Feasibility Study**
A summary of an outreach plan was presented by Steve Thomas. The summary is on file at the District office and can be viewed on the agency's website. Some suggestions from the committee were: (a) must advertise on all platforms including television and radio; and (b) prior to the Board making a decision on a Resolution of Necessity, an informational mailer should be sent to all addresses in the District. The committee asked that staff provide an estimate of the cost to distribute a mailer.

Mr. Stoldt distributed two documents related to the schedule for decisions on the Measure J process: "Measure J-What we Said at August 19th Board Meeting", and "Next Steps". The documents are on file at the District office and can be viewed on the agency's website. Stoldt stated that a firm timeline would be presented at the November 12, 2019 Board workshop. At a future meeting, the Board would be asked to consider authorizing funding for additional work related to the process.

Public comment: (a) **Jeff Davi** asked what efforts were undertaken to promote the listening sessions conducted in January 2019. He stated that the email addresses provided by those in attendance at the listening sessions should be used to promote future meetings regarding the

Measure J process. **(b) Rudi Fisher** recommended that if the General Manager does plan to make presentations to the City Councils in December, he should contact the jurisdictions early enough for the presentation to be added to their agendas.

3. Discuss Concept for November & December Branding Adds

Mr. Thomas presented a sample advertisement proposed for publication. It was suggested that the advertisement should include a list of upcoming Water Conservation Program workshops. In addition, Access Monterey Peninsula should be contacted regarding the cost to video record and then broadcast the workshops.

4. Discuss Public Outreach related to Coastal Commission Hearings on Desalination Project

Mr. Stoldt stated that there has been a request that the Board of Directors take a formal position on California American Water Company's (CAW) application before the California Coastal Commission (CCC) prior to the CCC's November 14, 2019 hearing. Mr. Stoldt submitted a document titled "Options wrt Coastal Commission" that listed options for the committee to consider. Following discussion, there was consensus among the committee members that a letter should not be submitted to the CCC.

Public Comment: **(a) Jeff Davi** stated that the Board should have scheduled a special meeting to discuss this issue. He expressed support for submitting a letter to the CCC stating that the District supported the 6.4 MGD desalination plant. **(b) John Tilley** opined that the District should send a letter to the CCC stating that the District supports the 6.4 MGD desalination plant. **(c) Rene Boskoff** stated that the Coalition of Monterey Peninsula Businesses submitted to the District a letter listing questions regarding the report titled Supply and Demand for Water on the Monterey Peninsula. The District should not change its position of support for the desalination project until questions about the report have been answered. **(d) Susan Schiavone**, resident of Seaside, urged the Board to take a vote on whether or not to support the CAW application before the CCC. **(e) John Narigi** opined that the District should submit a statement to the CCC stating that the District supported the 6.4 MGD desalination plant. **(f) Arlene Hardenstein**, representing the Monterey County Association of Realtors, read a letter from Molly McGee, President of the Association, requesting that the Board of Directors take a position in support of the desalination project at the CCC hearing. Ms. Hardenstein submitted a document titled "Summary of Key Provisions of SB 13/AB68/AB 670/AB 881" regarding requirements for development of accessory dwelling units. **(g) Kevin Dayton**, Government Affairs Liaison for the Monterey Peninsula Chamber of Commerce, stated that he would alert his members to the possibility that the Board of Directors would consider taking a position that the 6.4 MGD desalination project was not needed. **(h) Melodie Chrislock** stated that the District should not take a position on the CAW application before the CCC. **(i) Gary Cursio** asked why the District would consider changing its long-time position on the 6.4 MGD desalination from support to opposition. **(j) Peter Mountier**, representing the Pacific Grove Chamber of Commerce, recommended that the District send a letter to the CCC expressing support for the 6.4 MGD desalination project.

Adjournment – The meeting was adjourned at 5:05 pm.