



**Final Minutes  
Monterey Peninsula Water Management District  
Public Outreach Committee**

Monday, October 25, 2021

*Pursuant to AB 361, the meeting was conducted with virtual participation via Zoom.*

**Call to Order / Roll Call**

The meeting was called to order by Chair Adams at 2:30 PM.

Committee members present: Mary Adams - Chair  
Amy Anderson  
Safwat Malek

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Sara Reyes, Sr. Office Specialist

District Counsel present: None

TMD Consulting: Athena Morris and Nick Pasculi with TMD Creative

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

**Action Items**

**1. Consider Adoption of July 26, 2021 Committee Meeting Minutes**

*No public comments were directed to the committee for Item No. 1*

A motion was made by Anderson and second by Adams to approve the committee meeting minutes of July 26, 2021. The motion passed on a roll-call vote of 2-Ayes (Adams and Anderson), 0-Absent and 1-Abstain (Malek)

**2. Review and Approve Committee Meeting Schedule for January and February 2022**

*No public comments were directed to the committee for Item No. 2*

By consensus, the committee adopted the meeting schedule for January and February 2022.

**Discussion**

**3. Discuss District E-mail List and Provide Direction**

*No public comments were directed to the committee for Item No. 3.*

Stephanie Locke, Water Demand Manager provided a verbal progress report on efforts made by the District in consultation with TMD Creative on the best method to collect e-mail

addresses, maintenance of an e-mail distribution list, utilizing e-mail marketing sites such as MailChimp, Constant Contact and iContact. Locke provided an overview of a document entitled “Questions Asked About E-mail Lists.” *A copy of the document is on file at the District office and can be viewed on the district website.* Nick Pasculi, President/CEO of TMD Creative recommended that the committee consider iContact to meet the needs of the organization that will allow for broader customizations and noted accessibility benefits to both TMD Creative and the District. Pasculi suggested an opt-in and opt-out tool to maintain e-mail distribution lists.

By consensus, the Committee provided general direction to District Staff and TMD Creative to maintain current e-mail databases, grow existing lists to reach the broader community and consider iContact or other platforms to use for the District’s public outreach efforts.

4. **Discuss Outreach Postcard to Hospitality**

*No public comments were directed to the committee for Item No. 4.*

Stephanie Locke, Water Demand Manager provided a verbal status report on outreach postcards to both the hospitality sector and with local restaurants. Locke noted completion of and delivery of outreach postcards with the hospitality sector and restaurant establishments by the end of 2021 or early 2022.

5. **Discuss Redistricting Commission Outreach**

*No public comments were directed to the committee for Item No. 5.*

David Stoldt, General Manager provided a verbal status report on the District’s Redistricting Commission Outreach and answered questions from the committee. Stoldt shared an ad from the County of Monterey on the Redistricting process. *A copy of the ad is on file at the District office and can be viewed on the district website.* Stoldt informed the committee the District is working on creating advertisements in local newspapers that will include information on the District’s efforts and ask for volunteers to be a member of the MPWMD Redistricting Advisory Commission. He noted interested applicants/volunteers will be confirmed at either the December 2021 or January 2022 Regular Board Meeting.

6. **Discuss District Branding Ads for November 2021 and December 2021**

*No public comments were directed to the committee for Item No. 6.*

Stephanie Locke, Water Demand Manager provided a verbal status report on the District’s Branding Ads for November 2021 and December 2021 and answered questions from the committee. Locke provided an overview of rebate program and branding ads. The committee and staff discussed additional newsworthy material to promulgate to include additional information on the Cease-and-Desist Order, Measure J, drought and highlights on the District’s work and end-of-year summary.

**Suggest Items to be Placed on a Future Agenda**

None

**Adjournment**

Chair Adams adjourned the meeting at 3:25 PM.

/s/ Joel G. Pablo, Board Clerk for the MPWMD Public Outreach Committee

Received by the MPWMD Board of Director's on May 16, 2022

Approved by the MPWMD Public Outreach Committee on April 14, 2022