



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

Public Outreach Committee Members:

*Mary Adams, Chair
Amy Anderson
Safwat Malek*

Alternate:
Karen Paull

Staff Contacts:
Stephanie Locke, Water Demand Manager

*Sara Reyes,
Sr. Office Specialist for*

*Joel G. Pablo,
Board Clerk*

After staff reports have been distributed, if additional documents are produced by the District and provided to the Committee regarding any item on the agenda they will be made available on the District's website prior to the meeting. Documents distributed at the meeting will be made available upon request and posted to the District's website within five days following the meeting.

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

Monday, October 25, 2021, 2:30 PM, *Virtual Meeting*

Pursuant to Governor Newsom's Executive Orders N-29-20 and N-33-20, and to do all we can to help slow the spread of COVID-19, meetings of the Monterey Peninsula Water Management District Board of Directors and committees will be conducted with virtual (electronic) participation only using Zoom.

Join the meeting at:

<https://us06web.zoom.us/j/82598864455?pwd=Wklqc3g1L3hGV0RISU5OYjMwYUJFdz09>

Or access the meeting at: www.zoom.us

Webinar ID No.: 825 9886 4455

Webinar Password: 10252021

Participate by phone: (669) 900-9128

For detailed instructions on connecting to the Zoom meeting see page 2 of this agenda.

Call to Order / Roll Call

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 Items – Public comment will be received on all Action Items

1. Consider Adoption of July 26, 2021 Committee Meeting Minutes
2. Review and Approve Committee Meeting Schedule for January and February 2022

Discussion Items - Public comment will be received

3. Discuss District E-mail List and Provide Direction (*Verbal Report*)
4. Discuss Outreach Postcard to Hospitality (*Verbal Report*)
5. Discuss Redistricting Commission Outreach (*Verbal Report*)
6. Discuss District Branding Ads for November 2021 and December 2021 (*Verbal Report*)

Suggest Items to be Placed on a Future Agenda

Adjournment

The next regularly scheduled meeting of the MPWMD Public Outreach Committee will be on Monday, December 27, 2021 at 4:00 PM.

Upon request, MPWMD will make a reasonable effort to provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. MPWMD will also make a reasonable effort to provide translation services upon request. Please send a description of the requested materials and preferred alternative format or auxiliary aid or service by noon on Friday, October 22, 2021. Requests should be forwarded to joel@mpwmd.net or by phone at 831-658-5652. Alternatively, you may reach Sara Reyes, Admin Services Division at (831) 658-5610.

Instructions for Connecting to the Zoom Meeting

Note: If you have not used Zoom previously, when you begin connecting to the meeting you may be asked to download the app. If you do not have a computer, you can participate by phone.

Begin: Within 10 minutes of the meeting start time from your computer click on this link: <https://us06web.zoom.us/j/82598864455?pwd=Wklqc3g1L3hGV0RISU5OYjMwYUJFdz09> or paste the link into your browser.

DETERMINE WHICH DEVICE YOU WILL BE USING (PROCEED WITH ONE OF THE FOLLOWING INSTRUCTIONS)

USING A DESKTOP COMPUTER OR LAPTOP

1. In a web browser, type: <https://www.zoom.us>
2. Hit the enter key
3. At the top right-hand corner, click on “Join a Meeting”
4. Where it says “Meeting ID”, type in the Meeting ID# above and click “Join Meeting”
5. Your computer will begin downloading the Zoom application. Once downloaded, click “Run” and the application should automatically pop up on your computer. (If you are having trouble downloading, alternatively you can connect through a web browser – the same steps below will apply).
6. You will then be asked to input your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
7. From there, you will be asked to choose either ONE of two audio options: Phone Call or Computer Audio:

COMPUTER AUDIO

1. If you have built in computer audio settings or external video settings – please click “Test Speaker and Microphone”.
2. The client will first ask “Do you hear a ringtone?” •If no, please select “Join Audio by Phone”.
- If yes, proceed with the next question:
3. The client will then ask “Speak and pause, do you hear a replay?” •If no, please select “Join Audio by Phone”
- If yes, please proceed by clicking “Join with Computer Audio”

PHONE CALL

1. If you do not have built in computer audio settings or external video settings – please click “Phone Call”
2. Dial one of the numbers listed below using a phone. Select a phone number based on your current location for better overall call quality.

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. Once connected, it will ask you to enter the Webinar ID No. and press the pound key
4. It will then ask you to enter your participant ID number and press the pound key.
5. You are now connected to the meeting.

USING AN APPLE/ANDROID MOBILE DEVICE OR SMART PHONE

1. Download the Zoom application through the Apple Store or Google Play Store (the application is free).
2. Once download is complete, open the Zoom app.
3. Tap “Join a Meeting”
4. Enter the Meeting ID number
5. Enter your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
6. Tap “Join Meeting”
7. Tap “Join Audio” on the bottom left hand corner of your device
8. You may select either ONE of two options: “Call via Device Audio” or “Dial in”

DIAL IN

1. If you select “Dial in”, you will be prompted to select a toll-free number to call into.
2. You may select any of the numbers listed below:

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3. The phone will automatically dial the number, and input the Webinar Meeting ID No. and your Password.
4. Do not hang up the call, and return to the Zoom app
5. You are now connected to the meeting.

Present Public Comment

Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes.

- (a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, please identify yourself.
- (b) Phone audio connection **with** computer to view meeting: Select the “raised hand” icon. When you are called on to speak, press *6 to unmute yourself and please identify yourself.
- (c) Phone audio connection only: Press *9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press *9 to end the call.

Submit Written Comments

If you are unable to participate via telephone or computer to present oral comments, you may also submit your comments by e-mailing them to comments@mpwmd.net with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT – ORAL COMMUNICATIONS". Comments must be received by 12:00 p.m. on Monday, October 25, 2021. Comments submitted by noon will be provided to the committee members and compiled as part of the record of the meeting.

PUBLIC OUTREACH COMMITTEE

1. CONSIDER ADOPTION OF JULY 26, 2021 COMMITTEE MEETING MINUTES

Meeting Date:	October 25, 2021	Budgeted:	N/A
From:	David J. Stoldt, General Manager	Program/ Line Item No.:	N/A
Prepared By:	Joel G. Pablo	Cost Estimate:	N/A

General Counsel Review: N/A
Committee Recommendation: N/A
CEQA Compliance: No CEQA Review Required

SUMMARY: Attached as **Exhibit 1-A** are draft minutes of the July 26, 2021 committee meeting.

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

EXHIBIT

1-A Draft minutes of the July 26, 2021 committee meeting



EXHIBIT 1-A

Monterey Peninsula Water Management District Public Outreach Committee

Monday, July 26, 2021 *Virtual Meeting*

Call to Order / Roll Call

The virtual meeting was called to order by Chair Adams at 4:00 PM via Zoom.

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
Joel G. Pablo, Executive Assistant / Board Clerk

District Counsel present: Dave Laredo, Esq. with De Lay and Laredo

TMD Consulting: Athena Morris with TMD Creative

Comments from the Public: None

Action Items

1. **Consider Adoption of June 28, 2021 Committee Meeting Minutes**
Public Comment: None

A motion was made by Malek and second by Anderson to approve the committee meeting minutes of June 28, 2021. The motion passed on a vote of 3-Ayes (Adams, Anderson and Paull), 0-Noes and 0-Absent.

Discussion

2. **Update on Summer 2021 Newsletter**

Stephanie Locke, Water Demand Manager provided the committee with an update on the Summer 2021 Newsletter noting it would lack an enticing article piece to feature and asked the committee whether or not to publish. Locke and Athena Morris with TMD Creative discussed costs, and displayed past branding ads, past newsletters, and past newspaper ads. In addition, the committee and staff discussed alternative newsletter publication methods to include the use of social media and being a feature in local area agencies newsletters to include Public Water Now, Big Sur Land Trust and the Carmel Valley Association just to name a few. The committee and district staff discussed prior outreach efforts and awareness on water conservation and its effectiveness within various industries, specifically the hospitality industry. After much deliberation, Chair Adams and the committee would like for district staff to continue placing routine branding ads in newspapers of general circulation and not do a newsletter at this time.

Public Comments: None

3. **Discuss LAFCO Annexation Outreach**

Dave Stoldt, General Manager informed the committee a public workshop will need to be conducted for the 58 parcels the district seeks to annex. The workshop is intended to make the property owners aware of the districts intentions and respond to any questions the property owners may have. Chair Adams suggested a potential article piece for the newsletter can touch on the decisions of LAFCo as it relates to the Measure J process. Committee members Malek and Anderson concurred with Chair Adams recommendation. Stoldt responded to the committee and stated he will work on a draft letter in response recent letters to the editor and will craft it as a guest opinion piece.

Public Comment: None

4. **Review Hospitality Sector Water Awareness Placard**

The committee reviewed various hospitality sector water awareness placards to include pillow card, linen card and restaurant cards printed on heavy duty plastic – table tent format. The committee via consensus asked Stephanie Locke and TMD Creative to enhance the text, imagery and insert a QR code on the printed material to allow individuals to learn more about the water conservation efforts on the Monterey Peninsula.

Public Comment: None

5. **View Recent Fish Rescue Video; Discuss Its Use**

Stephanie Locke, Water Demand Manager shared the district’s Fish Rescue Video with the committee members. Stoldt mentioned its use and shared content like this like would be used to share via Social Media and MailChimp.

Public Comment: None

Suggest Items to be Placed on a Future Agenda

None

Adjournment

Chair Adams adjourned the meeting at 5:05 PM.

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PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

2. REVIEW AND APPROVE COMMITTEE MEETING SCHEDULE FOR JANUARY AND FEBRUARY 2022

Meeting Date: October 25, 2021

**From: David J. Stoldt,
General Manager**

Prepared By: Joel G. Pablo

SUMMARY: Shown below is a proposed committee meeting schedule for January 2022 and February 2022.

A full meeting schedule for Calendar Year 2022/23 will be presented to the committee following board adoption of the **2022 Committee Appointments**.

RECOMMENDATION: The Committee should review and adopt the meeting schedule for January 2022 and February 2022.

Day of week	Date	Time
Monday	January 24, 2022	4 pm
Monday	February 28, 2022	4 pm