AGENDA
Public Outreach Committee

Monday, October 26, 2026, at 2:00 p.m. | *Virtual Meeting*

COMMITTEE MEMBERS		Mission Statement
Rebecca Lindor – Chair *Alvin Edwards* *Marianne Gawain* *Alternate:* *George Riley*	*Staff:* *David J. Stoldt, General Manager* *Mike McCullough, Assistant General Manager* *Mollie Wooden, Water Demand Manager*	Sustainably manage and augment the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its natural and human environments. **Vision Statement** Model ethical, responsible, and responsive governance in pursuit of our mission. **Board's Goals and Objectives** Are available online at https://www.mpwmd.net/who-we-are/mission-vision-goals/

Join the meeting at:
https://mpwmd-net.zoom.us/j/88464620696?pwd=6Op9TPjvjVMFrsUwaTqg3htXSbKF0y.1

Webinar ID: **884 6462 0696** | Password: **102626** | To Participate by Phone: **(669) 900-9128**

For detailed instructions on how to connect to the meeting, please click the link below:
https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/

Copies of the agenda packet are available for review on the District website (www.mpwmd.net) and at 5 Harris Court, Bldg. G, Monterey, CA.

Call to Order / Roll Call

Additions and Corrections to the Agenda

Comments from Public – *The public may comment on any item within the District's jurisdiction. Please limit your comments to three (3) minutes in length.*

Action Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

1. Consider Adoption of Committee Meeting Minutes from August 31, 2026

Discussion Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

2. Status of Public Outreach Projects / WellmanAd *(Verbal Report)*

3. Update on Site Visit from Department of Water Resources *(Verbal Report)*

Suggest Items to be Placed on Future Agendas

Adjournment

Accessibility
In accordance with Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), 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 at least 48 hours prior to the scheduled meeting date/time. Requests should be forwarded to Sara Reyes by e-mail at sara@mpwmd.net or at (831) 658-5610.
Options for Providing Public Comment
Submission of Written Public Comment Send written comments to District Office, 5 Harris Court, Building G, Monterey, CA or online at comments@mpwmd.net. Include the following subject line: "PUBLIC COMMENT ITEM #" (insert the agenda item number relevant to your comment). Written comments must be received by 12:00 PM on the day of the meeting. All submitted comments will be provided to the Committee, compiled as part of the record, and placed on the District's website as part of the agenda packet for the meeting. Correspondence is not read during public comment portion of the meeting.
Instructions for Connecting to the Zoom Meeting can be found at **https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/**
Refer to the Meeting Rules to review the complete Rules of Procedure for MPWMD Board and Committee Meetings: *https://www.mpwmd.net/who-we-are/board-of-directors/meeting-rules-of-the-mpwmd/*

PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

1. CONSIDER ADOPTION OF COMMITTEE MEETING MINUTES FROM AUGUST 31, 2026

Meeting Date: October 26, 2026

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Exhibit 1-A contains the draft minutes from the Public Outreach Committee meeting held on August 31, 2026.

RECOMMENDATION: Staff recommends that the Public Outreach Committee adopt the draft minutes from its August 31,2026 meeting.

EXHIBIT
1-A Draft Minutes of the August 31, 2026 Public Outreach Committee Meeting

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MONTEREY PENINSULA WATER MANAGEMENT DISTRICT

EXHIBIT 1-A

Draft Minutes
Public Outreach Committee Meeting
Monday, August 31, 2026, at 2:00 p.m.
Meeting Location: Zoom

Call to Order / Roll Call
Director Gawain served as the Chair and called the meeting to order at 2:00 p.m.

Committee Members Present
Marianne Gawain
Alvin Edwards

Committee Members Absent
Rebecca Lindor, Chair

District Staff Members Present
Dave Stoldt, General Manager
Mike McCullough, Assistant General Manager
Mollie Wooden, Water Demand Manager
Sara Reyes, Board Clerk

District Counsel Present
Michael Laredo, De Lay & Laredo

Additions and Corrections to the Agenda
None

Comments from the Public
Chair Gawain opened the public comment period. No comments were received.

Action Items
Chair Gawain introduced the action items.

1. **Consider Adoption of Committee Meeting Minutes from June 29, 2026**
   On a motion by Edwards, seconded by Gawain, the minutes of the June 29, 2026, committee meeting were approved by the following roll call vote: 2 Ayes (Gawain and Edwards), 0 Noes, and 1 Absent (Lindor).

Discussion Items
Chair Gawain introduced the discussion item.

2. **Status of Public Outreach Projects**
   Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide deck titled *MPWMD Public Outreach Report (June 29 to August 31)*. The presentation is available on the District's website.

   Mr. Wellman reported provided the following updates:
   - KAZU radio advertising running through October, including a 15-second ad airing 56 times per month plus 66 bonus ads, reaching about 72,500 weekly listeners across Monterey, Salinas Valley, and Santa Cruz.

- Strong participation in the Summer Splash program. Beginning July 15, a new tracking feature allowed participants to identify how they learned about the program, resulting in 75 referrals from the Monterey County Weekly and Carmel Pine.
- The weekly newsletter ad generated the strongest response, producing 130 entry referrals during the tracking period.
- A boosted Facebook ad ran during the final six days of the Summer Splash contest and generated 51 entries.
- A half-page Car Week ad featuring the message "Don't Let Your Faucet Idle" ran in the *Monterey County Weekly* and *Carmel Pine Cone*.
- An August 11 newsletter informed recipients how to submit public comments directly to the State Water Resources Control Board regarding proposed modifications to the Cease and Desist Order. Of the 19,792 notices distributed, 8,008 were opened, representing a record open rate of 40.5 percent.
- Work continued on the five-phase *Pure Water Monterey* documentary project. Phase 1, Carmel River filming, was completed.
- Phase 2 research and development was underway and expected to be completed in late September or early October. Current work included developing timelines, organizing and verifying research, selecting interview subjects and materials, finalizing the documentary's narrative and visual treatment, and preparing the filming schedule and project budget.
- Phase 3 filming was planned for October at the Pure Water Monterey facility and would include interviews, footage of the injection site, and aerial drone footage.

3. Citizens' Water Panel Update

Mike McCullough, Assistant General Manager, reported that the Citizens' Water Panel held its first meeting on August 7. Eleven of the 12 members attended. Staff provided departmental overviews and answered questions. Participants responded positively, and the next meeting is scheduled for November 6.

4. MCPOA Event Update

Dave Stoldt, General Manager, reported that District representatives attended the Monterey Commercial Property Owners Association event on July 30. The well-attended event provided an opportunity to engage with local business and City of Monterey representatives and increase the District's visibility.

5. Measure J Update

Mr. Stoldt reported that the Measure J/Cal-Am buyout webpage was updated to include recent legal filings and the pending October 19 mini-bench trial. Future developments will be posted as available, along with a link providing public access to testimony submitted in the related State Water Board proceeding.

Suggest Items to Be Placed on a Future Agenda

No items were received.

Adjournment

There being no further business, Chair Gawain adjourned the meeting at 2:32 p.m.

/s/ Sara Reyes

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Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on _____, 2026.
Received by the MPWMD Board of Directors on _____, 2026.