



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*

*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**

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Wednesday, December 15, 2021, 1:00 PM, *Virtual Meeting*

As a precaution to protect public health and safety, and pursuant to provisions of AB 361, this meeting will be conducted via Zoom Video/Teleconference only.

Join the meeting at:

<https://us06web.zoom.us/j/87093831822?pwd=TTNHZTh0ZFF0NjZ3BndmFadXN1QT09>

Or access the meeting at: [www.zoom.us](http://www.zoom.us)

Webinar ID No.: 870 9383 1822

Webinar Password: 12152021

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 October 25, 2021 Committee Meeting Minutes

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

2. Discuss Redistricting Commission Outreach and Advertisements (*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, January 24, 2022 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, December 10, 2021. Requests should be forwarded to [joel@mpwmd.net](mailto: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/87093831822?pwd=TTNHZTh0ZFp0NjZlZ3BndmFadXN1QT09> 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](mailto: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, December 15, 2021. Comments submitted by noon will be provided to the committee members and compiled as part of the record of the meeting.





## **EXHIBIT 1-A**

### **DRAFT 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 will 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 and will seek out volunteers to be a member of the MPWMD Redistricting Advisory Commission.

**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.

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