



**Final Minutes  
Monterey Peninsula Water Management District  
Public Outreach Committee  
Thursday, April 14, 2022**

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

**Call to Order | Roll Call**

Chair Riley called the meeting to order at 1:30 p.m.

Committee members present: George Riley - Chair  
Amy Anderson  
Karen Paull

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Joel G. Pablo, Board Clerk

District Counsel present: None

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

**Action Items**

**1. Consider Adoption of October 25, 2021 Committee Meeting Minutes**

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

A motion was offered by Anderson with a second by Paull to approve the October 25, 2021 Committee meeting minutes. The motion passed on a roll-call vote of 3-Ayes (Anderson, Paull and Riley), 0-Noes and 0-Absent.

**2. Adopt the 2022 Committee Meeting Schedule**

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

A motion was offered by Paull with a second by Anderson to adopt the 2022 Committee Meeting Schedule. The motion passed on a roll-call vote of 3-Ayes (Anderson, Paull and Riley), 0-Noes and 0-Absent.

**3. Develop Recommendation to the Board Regarding Adoption of 2021 Annual Report**

David J. Stoldt, General Manager provided introductory remarks and recommended approval of the 2021 MPWMD Annual Report. Director Paull and Anderson offered to make suggested editorial changes in coordination with the Board Clerk following the committee meeting and prior to the publication of the Regularly Scheduled Board meeting packet for Monday, April 18, 2022. Director Riley stated he would like the District to move away from the standard

template used each year for the Annual Report. David J. Stoldt, General Manager acknowledged Riley’s comments and explained that there is a need for a Public Outreach staff member to engage with the public on the District’s work, conservation efforts, accomplishments and enhance the District’s publications. The committee expressed a desire for improvements to be made to the District’s Annual Report, Website, Branding Ads and other messaging.

*No comments were directed to the committee on Item No. 3.*

A motion was offered by Paull and seconded by Anderson to allow the committee to make further editorial changes to the 2021 Annual Report and referred the matter for formal adoption by the Board at its regularly scheduled meeting on April 18, 2022. The motion passed on a roll-call vote of 3-Ayes (Anderson, Paull and Riley), 0-Noes and 0-Absent.

#### **Discussion**

#### **4. Provide Guidance on Scope and Method for Public Outreach Services for Next 2-3 Years**

David J. Stoldt, General Manager and Stephanie Locke, Water Demand Division Manager provided introductory remarks, background information on the Scope and Method for Public Outreach Services and answered committee questions. Stoldt explained as the District is nearing its adoption of its Fiscal Year 2022-23 Budget there is need to decide whether to hire an in-house staff person or continue hiring a consultant. Stoldt and Locke described past experiences in working with an in-house Public Outreach Employee, the District’s past and current use of consultants. Riley stated he would like the District to release and promote newsworthy material as it occurs rather than to delay or publicize the information in an Annual Report months later. After much deliberation, Stoldt suggested and based off committee discussion to budget for a full-time Public Outreach staff member and continue exploring the idea of hiring a consultant.

*No comments were directed to the Committee on Item No. 4.*

#### **5. Discuss Near-Term Messaging- Monthly, Drought, Measure J, Drought Messaging**

David J. Stoldt, General Manager provided a summary of his staff note, directed to Exhibit 5-A and answered committee questions. Stoldt stated the District will focus on messaging to include: water waste enforcement, water efficiency at home and drought/conservation messaging.

*No comments were directed to the Committee on Item No. 5*

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

None

#### **Adjournment**

Chair Riley adjourned the meeting at 2:45 p.m.

/s/ Joel G. Pablo

---

Joel G. Pablo, Board Clerk

Received by the MPWMD Board of Director’s on July 18, 2022

Approved by the MPWMD Public Outreach Committee on June 27, 2022