



**Final Minutes
Public Outreach Committee Meeting
Monday, April 28, 2025, at 2:00 p.m.
Meeting Location: Zoom**

Call to Order / Roll Call

Chair Edwards called the meeting to order at 2:00

Committee Members Present

Alvin Edwards, Chair
Karen Paull
Rebecca Lindor

Committee Members Absent

None

District Staff Members Present

Mike McCullough, Assistant General Manager
Stephanie Locke, Water Demand Manager
Nishil Bali, Chief Financial Officer/Administrative Services Manager
Sara Reyes, Board Clerk

District Counsel Present

Michael Laredo, De Lay & Laredo

Additions and Corrections to the Agenda

None

Comments from the Public

None; no members of the public were present.

Action Items

1. Consider Adoption of February 25, 2025 Committee Meeting Minutes

On a motion by Edwards and seconded by Lindor, the minutes of the February 25, 2025, committee meeting were approved on a roll call vote of 2 Ayes (Edwards and Lindor), 0 Noes, and 1 Abstain (Paull).

Discussion Items

2. Status of Public Outreach Projects

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide-deck titled, "MPWMD Public Outreach Report/February 25 to April 28." A copy of the presentation is available at the District office and can be found on the District website. Mr. Wellman highlighted the following:

March

- Half-page Brand Ad announcing Fix a Leak Week
- Newsletter and social media posts announcing the hiring of Mike McCullough as the District's Assistant General Manager

April

- Full page Brand Ad highlighting the District's Annual Report
- Distribution of the Annual Report in the Monterey County Weekly
- Social media posts announcing the release of the Annual Report

Other Updates

- District's webpage is regularly updated under "Peninsula News" with current events
- Planning underway for the Summer Splash event
- Continued efforts to expand awareness, inform, and gather support for lifting the Cease and Desist Order

3. Extent of Public Update to be provided for Water Supply Charge during the Various Stages of the Litigation

Due to General Manager Stoldt's absence, Stephanie Locke, Water Demand Manager, requested that this matter be continued at the next Public Outreach Committee meeting. The committee agreed.

4. Committee Activities Related to Adopted 2025 Strategic Goals and Objectives

Due to General Manager Stoldt's absence, Stephanie Locke, Water Demand Manager, requested that this matter be continued at the next Public Outreach Committee meeting. The committee agreed.

5. Update on Annual Report Publication and Distribution

Stephanie Locke reported that information on the publication and distribution of the Annual Report was presented during Phil Wellman's presentation. She expressed satisfaction with the placement of the annual report announcements in the Monterey County Weekly and the Pinecone.

6. Public Experience with District Web Page

District staff engaged in discussions with the committee and Phil Wellman regarding various issues the public has experienced with the District's webpage not loading properly. District staff will meet with Mr. Wellman to discuss this further and work on resolving the issues.

Suggest Items to Be Placed on a Future Agenda

- District-sponsored social media sites
- Discuss "Profiles" as an Outreach Theme
- Update on Mulch "Madness" and Summer Splash
- Follow-Up Report on Webpage loading abnormalities
- Return Items 3 and 4 with "town hall" meetings as part of the discussion under Strategic Goals and Objectives

Adjournment

There being no further business, Chair Edwards adjourned the meeting at 2:51 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on September 29, 2025.

Received by the MPWMD Board of Director's on October 20, 2025.