



Final Minutes
Monterey Peninsula Water Management District
Public Outreach Committee
Monday, April 29, 2024

Call to Order | Roll Call

Chair Eisenhart called the meeting to order at 3:03 p.m.

Committee members present: Marc Eisenhart – Chair
Amy Anderson
George Riley

Committee members absent: None

District staff members present: David J. Stoldt, General Manager
Stephanie Locke, Water Demand Manager
Phil Wellman, Public Outreach Consultant with WellmanAd
Sara Reyes, Executive Assistant/Board Clerk

District Counsel Present: David Laredo with De Lay and Laredo
Michael Laredo with De Lay and Laredo

Comments from the Public: Chair Eisenhart opened public comment; *no comments were directed to the committee.*

Action Item

1. Consider Adoption of February 20, 2024 Committee Meeting Minutes

Chair Eisenhart introduced the matter and opened public comment; no comments were directed to the committee. Sara Reyes, Executive Assistant/Board Clerk reported two corrections to the draft minutes. The Committee discussed and agreed on the changes.

Correction 1:

Call to Order | Roll Call

Chair Eisenhart ~~Riley~~ called the meeting to order at 3:03 p.m.

Correction 2:

District staff members present: Sara Reyes, Executive Assistant/Board Clerk Sr.
~~Office Specialist~~

A motion was made by Director Anderson with a second by Director Riley to approve the February 20, 2024, Committee meeting minutes. The motion passed on a roll-call vote of 3-Ayes (Riley, Anderson and Eisenhart) and 0-Noes.

Discussion Items

2. Status of Public Outreach Projects / WellmanAd

Phil Wellman, Public Outreach Consultant with WellmanAd presented via slide-deck entitled, MPWMD Public Outreach Report / April 29, 2024. A copy of the presentation is available on the District website and available upon request at the District office. Mr. Wellman covered projects completed to include:

1. March Newsletter and social media posts highlighting Landscape Webinars
2. March Newsletter and Branding Ads highlighting Fix A Leak Week
3. April distribution of MPWMD 2023 Annual Report in Monterey County Weekly
4. April Newsletter, Branding Ads, and social media posts highlighting Earth Day

Committee discussion ensued.

3. Follow-Up on Annual Report Distribution

General Manager Stoldt presented this item and discussed the possibility of distributing the 2024 Annual Report in the Carmel Pine Cone next year. Committee discussion ensued.

4. Consider Contract for FY 2024-25 Outreach Services

Chair Eisenhart introduced this item. The Committee discussed and expressed support for the draft agreement with WellmanAd for FY 2024-25.

5. Suggest Items to be Placed on a Future Agenda

Chair Eisenhart suggested the possibility of Board members attending and assisting at community events that District staff are participating in as an opportunity to take photos to highlight Board members. Director Eisenhart requested a status update for this issue at the next Public Outreach Committee meeting.

Adjournment

There being no further business, Chair Eisenhart adjourned the meeting at 4:01 p.m.

/s/ Sara Reyes

Sara Reyes, Committee Clerk
to the Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on June 24, 2024
Received by the MPWMD Board of Directors on July 15, 2024