



Final Minutes
**Monterey Peninsula Water Management District
Public Outreach Committee
Monday, April 24, 2023**

The meeting was conducted via Teleconference – by Zoom

Call to Order | Roll Call

Chair Riley called the meeting to order at 3:01 p.m.

Committee members present: George T. Riley – Chair
Amy Anderson
Karen Paull

Committee members absent: None

District staff members present: David J. Stoldt, General Manager
Stephanie Locke, Water Demand Manager (*Left at 3:51 p.m.*)
Phil Wellman, Public Outreach Consultant with WellmanAd
Joel G. Pablo, Board Clerk

District Counsel Present: David C. Laredo with De Lay and Laredo

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

Action Item

1. Consider Adoption of February 27, 2023 Committee Meeting Minutes

Riley introduced the matter and opened public comment; *no comments were directed to the committee.*

A motion was made by Anderson with a second by Paull to approve the February 27, 2023, Committee Meeting Minutes. The motion passed on a roll-call vote of 3-Ayes (Paull, Anderson and Riley), 0-Noes and 0-Absent.

Discussion Items

2. Status of Public Outreach Projects / WellmanAd

David J. Stoldt, General Manager provided introductory remarks. Phil Wellman, *Public Outreach Consultant* with WellmanAd presented via slide-deck entitled, “MPWMD Public Outreach Report / April 24, 2023: *Projects completed since our last Public Outreach meeting*” A copy of the presentation is available online on the District website and available upon request at the District office. Wellman covered projects completed to include:

1. **March 9, 2023:** Published Newsletter in the Monterey Herald entitled, “State, Federal Officials Laud Pure Water Monterey Expansion” and noted 8,000 out of the 23,000 e-mails sent are opened.
2. **March 16, 2023:** Branding Ad published in the Monterey County Weekly and the Carmel Pine Cone promoting Fix a Leak Week and Landscaping Webinars.
3. **March 23, 2023:** Sent E-mail Newsletter “Water District to Finalize Appraisal of Cal-Am Monterey Water System and Make an Offer: Measure J Voter Initiative Moves Forward with Public Presentation on April 3.”
4. **March 30, 2023:** Event Ad published in the Monterey County Weekly and Carmel Pine Cone announcing the Public Presentation on Monday, April 3, 2023 on the Cal Am Buyout Offer.
5. **March 30, 2023:** Sent E-mail Newsletter that included Public Presentation Details: Introduction and Overview of Appraisal and Offer Process on Monday, April 3, 2023.
6. **March / April 2023:** Social Media Postings coincided and simultaneously published online with the Newsletter, Branding Ads and Event Ads.
7. **April 3, 2023:** Printed 250 reports and made available at the MPWMD Special Board Meeting on Monday, April 3, 2023 at Monterey City Hall-Council Chambers.
8. **April 13, 2023:** Branding Ad published in the Monterey County Weekly and Carmel Pine Cone announcing signing of the Water Purchasing Agreement.
9. **April 13, 2023:** Sent E-mail Newsletter “New Water Supply on the Way.”
10. **April 20, 2023:** Sent E-mail Newsletter “Cal Am Asks for \$15.3 Million Rate Increase to Peninsula Water Bills.

Wellman briefly covered future upcoming projects to include:

1. Response to Misinformation – Newsletter / OpEd: Wellman commented the District can respond to misinformation by including a Frequently Asked Questions section towards the end of each newsletter.
2. Annual Report: Wellman and Stoldt agreed to delay electronic distribution of the MPWMD Annual Report by one week.
3. Board Objectives and Strategies: Wellman plans to incorporate recently approved objectives and strategies into Public Outreach Planning.
4. Website: Wellman stated he plans to work on the District site to include: meeting American with Disabilities Act regulations, website redesign and anticipates completing the project within the next 90 to 120 days. Stoldt and Wellman agreed that internal discussion and information gathering from District staff on the website is necessary in order to determine next steps.

Riley suggested at the next MPWMD Board meeting that staff should gather Board input on the District site that may include areas of improvement, potential additions and modifications.

Stoldt provided a preview of his presentation before the California Public Utilities Commission at its meeting on Tuesday, April 25, 2023 to be held at the City of Seaside- City Hall for Cal-Am’s recent request for rate increases. He presented via slide-deck entitled, “A.22-07-001 Public Participation Hearings – Seaside, CA.” *A copy of the presentation is available online on the District website and available upon request at the District office.*

No members of the public were present during Item No. 2. No verbal or written public comment was received.

Stephanie Locke, Water Demand Manager left the meeting at 3:51 p.m.

3. Update on Distribution of District Annual Report

Matter was covered and discussed during Item No. 2.

4. Update on Measure J Activity Calendar / Outreach Needs

David J. Stoldt, General Manager pointed direction to **Exhibit 4-A: Measure J Calendar**. Stoldt shared the District is entering into a new phase of the Measure J process and discussed next steps in the process to include:

- | | |
|--------------|--|
| April | <ul style="list-style-type: none">• Offer Letter Sent and Likely to be Rejected by Cal-Am |
| May | <ul style="list-style-type: none">• Develop Findings• Draft Resolution of Necessity |

- June**
- Special Closed Session
 - Board Decides on Hearing of Public Necessity
- July**
- Hearing of Public Necessity, if Board decides
 - File Condemnation Action (Maybe August)

Discussion ensued and the committee members agreed that the District should inform the public that the District will minimize its outreach efforts and provide the basis for doing so as it transitions into the next phase of the Measure J process.

No members of the public were present during Item No. 4. No verbal or written public comment was received.

5. Suggest Items to be Placed on a Future Agenda

Request Made During Item No. 2

Director Riley: Riley suggested at the next MPWMD Board meeting that staff should gather Board input on the District site that may include areas of improvement, potential additions and modifications.

Adjournment

There being no further business, Chair Riley adjourned the meeting at 4:13 p.m.

/s/ Joel G. Pablo

Joel G. Pablo, Committee Clerk
to the Public Outreach Committee

Received by the MPWMD Board of Director's on July 17, 2023

Approved by the MPWMD Public Outreach Committee on June 26, 2023