



Final Minutes  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
**Monday, August 22, 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 4:01 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  
Joel G. Pablo, Board Clerk

District Counsel present: None

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

**Action Items**

**1. Consider Adoption of June 27, 2022 Committee Meeting Minutes**

Chair Riley introduced Item No. 1. Stoldt directed the committee to page 2 of 3 of the June 27, 2022 draft committee meeting minutes. He recalls at the last committee meeting it was discussed that the in-house public outreach position to perform basic outreach tasks and for the Public Outreach Consultant to focus on the thematic needs of the District. He asked the committee to approve the draft meeting minutes and to allow the minutes to be further amended by District Staff to accurately reflect the consensus made at the last meeting

Chair Riley opened public comment; *No public comment was received on the matter.*

A motion was offered by Riley with a second by Anderson to approve the June 27, 2022 Committee meeting minutes with corrections and amendments to be made by District

Staff. The motion passed on a roll-call vote of 2-Ayes (Anderson and Riley), 0-Noes, 1-Abstain (Paull) and 0-Absent.

## Discussion Items

### 2. Identify Priority Need- Board Driven

Riley provided an opening statement and mentioned that the Committee has met on prior occasions on the District's need to hire a Public Outreach individual(s) to conduct public outreach services on behalf of the District. He expressed his hope that the committee can and will provide two (2) recommendations to the Board to: (1) Consider adding an in-house Public Outreach position to the District's organizational chart; and (2) To consider hiring a Public Outreach Consultant (Contractor).

David J. Stoldt, General Manager verbally shared the District does not have the delivery infrastructure in place to provide consistent outreach messaging. He noted print media, newspaper publications and direct mail can be costly and may not reach a wide audience. He believes an effective way to deliver information and to educate its residents is by e-mail. He stated messaging could include one or all the messaging needs found in his staff note to include: (1) Building Support for Measure J; (2) Counter Cal-Am's Messaging; (3) Promote the District's Narrative; and (4) Telling the District Story. He envisions the District can deliver effective outreach messaging similar to that of LandWatch of Monterey County and Marina Coast Water District. He sought committee direction and steered committee conversation to focus on the following:

- a. The District's Narrative
- b. The Delivery Infrastructure Vehicles
- c. Obtain and advance the Committee's general direction to the Board of Directors

Riley believes a Public Outreach Consultant can supply the District with fresh perspectives, ideas and strategies. Paull added messaging can touch on a wide array of topics to include: Measure J, Water Supply, Carmel River Mitigation and Conservation just to name a few. She noted, however the District must prioritize and hone-in on outreach topics most critical and relevant to the District. Stoldt touched briefly on outreach tactics used by the District, Cal-Am and Mark Millan. Stoldt emphasized the need to locate a local public outreach consultant to collaborate with on mailing lists, conservation messaging and the District website. *In response to Riley*, Stoldt clarified his use of the term delivery infrastructure as platforms or delivery mechanisms such as Constant Contact and MailChimp that enable an end-user to create branded e-mails to inform and educate others. Riley added delivery infrastructure could include labor or the ability of staff [both in-house and consultant] to deliver on the outreach needs of the District. After much deliberation, Riley affirms his support to add an in-house public outreach staff member. He stressed the District has and continues to miss opportunities to highlight newsworthy material that is both relevant and published timely.

*[Chair Riley announced all Discussion Items listed on the Committee Agenda will be discussed as a whole; and not taken on separately]*

Chair Riley proposes the committee to deliberate on the following:

(1) Public Outreach: Staff Member (In-House) and seek public input.

(2) Public Outreach: Consultant (Contracted) and seek public input.

*No objections were raised by the committee members.*

### **Topic 1: Public Outreach- Staff Member (In-House)**

Chair Riley opened public comment. *No comments were directed to the committee.*

#### **Motion 1**

A motion was offered by Riley and second by Paull to support adding a Public Outreach Specialist to the District’s Organizational Chart and refer the matter to the full Board on September 2022 for their consideration. The motion passed on a roll-call vote of 3-Ayes (Riley, Paull and Anderson), 0-Noes and 0-Absent.

#### **Motion 2**

A motion was offered by Riley and second by Paull to allow staff to hire a Public Outreach Coordinator, a senior position, or a Public Outreach Specialist, a journey-level position at either 0.5 Full Time Employee (FTE) or 1.0 FTE. The motion passed on a roll-call vote of 3-Ayes (Riley, Paull and Anderson), 0-Noes and 0-Absent.

David J. Stoldt, General Manager clarified this was not a named **Action Item** on the Committee Meeting Agenda and decisions made by the Committee are simply general direction.

### **Topic 2: Public Outreach Consultant (Contractor)**

Riley suggested for the Committee to consider a method for hiring an outside consultant for Public Outreach Services. Riley voiced his support for Phil Wellman with WellmanAd for consultant services. He mentioned Wellman’s local career highlights with the Monterey-Salinas Transit and Monterey Jazz Festival. Anderson shared her concerns for supporting Wellman as the District’s outreach consultant due to his support for Measure J and affiliation with Public Water Now. Paull concurred with Anderson’s comments and added that she would like a running list of Public Outreach Consultants to consider from.

Chair Riley opened public comment. *No comments were directed to the Committee.*

After much deliberation, the committee unanimously recommended that the Board consider contracting with an outside consultant for public outreach services to include considering WellmanAd, Spoke Consulting, Raunch Communication Consultant, Rally and KP Public Affairs.

### **3. Models for Provision of Public Outreach Services**

[Chair Riley announced all Discussion Items listed on the Committee Agenda will be discussed as a whole; and not taken on separately]

**4. Scope of Services – Examples**

[Chair Riley announced all Discussion Items listed on the Committee Agenda will be discussed as a whole; and not taken on separately]

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

None

**Adjournment**

Chair Riley adjourned the meeting at 5:37 p.m.

/s/ Joel G. Pablo

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Joel G. Pablo, Board Clerk

Received by the MPWMD Board of Director's on March 20, 2023

Approved by the MPWMD Public Outreach Committee on February 27, 2023

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