



**Final Minutes  
Monterey Peninsula Water Management District  
Public Outreach Committee  
Monday, August 28, 2023**

**Call to Order | Roll Call**

Chair Riley called the meeting to order at 3:03 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  
Phil Wellman, Public Outreach Consultant with WellmanAd  
Sara Reyes, Sr. Office Specialist

District Counsel Present: David 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 June 26, 2023 Committee Meeting Minutes**

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

A motion was made by Paull with a second by Anderson to approve the June 26, 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**

Phil Wellman, Public Outreach Consultant with WellmanAd presented via slide-deck entitled, MPWMD Public Outreach Report / August 28, 2023. A copy of the presentation is available online on the District website and available upon request at

the District office. Mr. Wellman covered projects completed to include:

1. Summer Splash Ad Campaign in the Monterey County Weekly, Carmel Pinecone and the Monterey Bay Parent Magazine
2. Newsletter mailing
3. Branding Ads in the Monterey County Weekly and Carmel Pinecone

Mr. Wellman also provided an update on the status of the website update project.

**3. Discuss Current Status of Plans for Possible Hearing of Necessity Regarding Acquisition of the Monterey Water System (Measure J)**

General Manager Stoldt provided a brief update and stated the Board will meet on September 7, 2023, to discuss the matter and determine a hearing date in October. Once a hearing date is determined, it will be noticed on the District website and email blast. The committee stated additional communication on how to notify the public could be discussed on September 7.

**4. Suggest Items to be Placed on a Future Agenda**  
None

**Adjournment**

There being no further business, Chair Riley adjourned the meeting at 3:36 p.m.

/s/ Sara Reyes

---

Sara Reyes, Sr. Office Specialist

Approved by the MPWMD Public Outreach Committee on February 20, 2024  
Received by the MPWMD Board of Director's on March 18, 2024