



Final Minutes  
**Monterey Peninsula Water Management District  
Public Outreach Committee  
Thursday, December 15, 2022**

*Pursuant to AB 361, the meeting was conducted with virtual participation via Zoom.*

**Call to Order | Roll Call**

Committee Member Anderson called the meeting to order at 10:00 a.m.

Committee members present: George T. Riley – Chair (*Joined at 10:05 a.m.*)  
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  
Phil Wellman, WellmanAd

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

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

**Action Items**

**1. Consider Adoption of October 24, 2022 Committee Meeting Minutes**

Director Anderson introduced the matter. Anderson opened public comment. *No public comment was received by the committee.*

A motion was offered by Anderson with a second by Paull to approve the October 24, 2022 Committee meeting minutes. The motion passed on a roll-call vote of 2-Ayes (Anderson and Paull), 0-Noes, and 1-Absent (Riley).

**Discussion Items**

**2. Review Progress by Wellman Ad**

David J. Stoldt, General Manager provided introductory remarks. He commented on Wellman’s performance to date and is pleased with progress had with Wellman on the

following:

- (a) E-mail Distribution List – Expanded and Updated
- (b) Weekly E-mail Newsletter Notifications
- (c) Number of Received/Opened E-mails [25,000 e-mails transmitted; approximately 11,000 e-mails opened]

He stated the community overall has welcomed and responded positively to the District’s e-mail messaging with relatively few comments from others offering differing viewpoints.

Wellman provided introductory remarks and stated he is happy to work with the District. He commented that he is working on understanding the District’s role in the community and its issues to allow him to better articulate the District’s work, its achievements and its issues. He briefly touched upon in-progress or completed projects to date to include:

- (1) Countered Cal-Am in advance of the California Coastal Commission hearing on November 17, 2022 by placing display ads in local newspapers.
- (2) Informed and positioned the District as a water supply leader through the e-mail newsletters / messaging. He reported of the 25,000 e-mails sent approximately 11,000 of those communications were received and opened.
- (3) Updated various social media platforms to include Facebook, Instagram and Twitter.
- (4) Created and ran branding ads on the Carmel River Aquifer Storage and Recovery with the Monterey County Weekly.
- (5) Collaborated with Maureen Hamilton, District Engineer on the creating a mock-up of a proposed design signage for the Aquifer Storage and Recovery.

Lastly, Wellman thanked District Staff and the committee for their support.

### **3. Discuss Outreach Needs for Measure J Appraisal and Offer to Purchase**

David J. Stoldt, General Manager reported that he has received and will review the real estate and water rights appraisal. He stated after his review of said appraisals he will transmit over to Doug Dennington with Rutan and Tucker, LLP [District’s Special Legal Counsel] for additional analysis. He commented a final work product based on those appraisals to be produced by Raftelis likely by the end of January 2023 and an offer to purchase may be presented at the February or March 2023 Board Meetings. Stoldt anticipates the Board to consider reviewing and adopting a Resolution of Public Necessity to be placed on the Board Agenda in June or July of 2023. *In response to Paull*, Laredo and Stoldt commented the resolution will need to be drafted, thoroughly vetted, and thought through and cannot be produced sooner than the anticipated timeline. Further discussions ensued among staff and committee members on the eminent domain process. Dave envisions further additional outreach messaging to focus on bringing awareness on the District’s commitment to pursuing Measure J; and prior to the Board’s decision and consideration on the offer to buy

and the resolution of public necessity.

#### **4. Discuss Style, Format and Content for 2022 MPWMD Annual Report**

Stephanie Locke, Water Demand Manager provided an overview of past practices and processes for drafting and publishing the MPWMD Annual Report. She had suggested a method to transmit the Annual Report is by utilizing the existing electronic mailing list through Wellman to reach a wider reader base. Locke said she will present a draft of the annual report in January or February 2023 for the committee’s consideration.

*Joel Pablo, Board Clerk announced that no public comment was received during the virtual meeting as there were no public attendees present during the entire duration of the meeting.*

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

None

#### **Adjournment**

Chair Riley adjourned the meeting at 11:11 a.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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