



**Final Minutes
Public Outreach Committee Meeting
Tuesday, February 25, 2025, at 2:00 p.m.
Meeting Location: Zoom**

Call to Order / Roll Call

Chair Edwards called the meeting to order at 2:07

Committee Members Present

Alvin Edwards, Chair
Amy Anderson (Alternate)
Rebecca Lindor

Committee Members Absent

Karen Paull

District Staff Members Present

David Stoldt, General Manager
Stephanie Kister Campbell, Conservation Analyst
Sara Reyes, Board Clerk

District Staff Members Absent

None

District Counsel Present

Michael Laredo, De Lay & Laredo

Additions and Corrections to the Agenda

None

Comments from the Public

None

Action Items

1. Consider Adoption of Committee Meeting Minutes from August 26, 2024

On a motion by Edwards and seconded by Anderson, the minutes of the August 26, 2024, committee meeting were approved on a roll call vote of 3 Ayes (Edwards, Anderson and Lindor) and 0 Noes.

2. Adopt 2025 Committee Meeting Schedule

Chair Edwards introduced this item and opened public comment; however, no comments were made to the committee.

Director Lindor offered a motion to adopt the 2025 meeting schedule. Director Anderson seconded the motion. The motion passed on a roll call vote of 3 Ayes (Edwards, Anderson and Lindor) and 0 Noes.

Discussion Items

3. Status of Public Outreach Projects

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide-deck titled, "MPWMD Public Outreach Report/September 1 to February 25." A copy of the presentation is available at the

District office and can be found on the District website. Mr. Wellman highlighted the following:

September 2024

- Half-page Brand Ad (Co-sponsored by California-American Water) in the Monterey County Weekly and the Carmel Pine Cone on becoming a Model Water Efficient Landscape Ordinance (MWELo) Certified Irrigation Auditor
- Newsletter distributed announcing the Pure Water Monterey Recycled Water Project receives prestigious award

October 2024

- Newsletter distributed announcing the District was recognized for excellence in financial reporting

November 2024

- Brand Ad highlighting the amount of Steelhead rescued since 1989
- Newsletter highlighting the Steelhead Restoration story

December 2024

- Social Media posts highlighting the Steelhead Restoration story
- Brand Ad addressing irrigation alert
- Newsletter announcing the 2025 Expansion, Water Allocation and lifting the CDO

January 2025

- Social Media boost announcing same information as December 26 newsletter
- Brand Ad advertising the Gizmo/Rainfall & Streamflow gauge
- Newsletter titled “Get the Same Access to Rainfall and Streamflow Data as our Hydrologists”.

February 2025

- Social Media posts highlighting the January 30 newsletter
- Brand Ad on ASR Injection in the Monterey County Weekly and Carmel Pinecone
- Social Media Boost
- Newsletter announcing Free Landscape Seminars

Website Update

- New website launched in October 2024
- ADA Compliance tools added

2025 Plan - Lift the Cease and Desist Order

- Develop a 2-3 minute video to expand awareness, inform, and gather support

4. 2025 Water Conservation Class Schedule

Stephanie Kister Campbell, provided a brief report and shared a web page from montereywaterinfo.org listing the Monterey Water Conservation Landscape classes sponsored by MPWMD, California American Water, and the Water Awareness Committee. Ms. Kister reported all 12 classes teach four principles: 1) water-efficient irrigation, 2) building a healthy “living” soil, 3) appropriate plant selection, and 4) encouragement of rainwater capture.

Suggest Items to Be Placed on a Future Agenda

No items were presented.

Adjournment

There being no further business, Chair Edwards adjourned the meeting at 3:05 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on April 28, 2025.
Received by the MPWMD Board of Director's on May 19, 2025.

U:\staff\Boardpacket\2025\051925\Informational Items\23\Item-23-Exh-23-A.docx