



Final Minutes  
**Monterey Peninsula Water Management District  
Public Outreach Committee  
Monday, February 27, 2023**

*Pursuant to AB 361 (Rivas) and to protect public health and safety,  
this meeting was conducted via Zoom – teleconferencing means.*

**Call to Order | Roll Call**

Committee Member Anderson called the meeting to order at 3:03 p.m.

Committee members present: George T. Riley – Chair (Joined at 3:05 p.m.)  
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  
Joel G. Pablo, Board Clerk

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

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

**Action Items**

**1. Consider Adoption of August 22, 2022 and December 15, 2022 Committee Meeting Minutes**

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

[Chair Riley joined via Zoom at 3:05 p.m.]

A motion was made by Paull with a second by Anderson to approve the August 22, 2022 and December 15, 2022 Committee Meeting Minutes. The motion passed on a roll-call vote of 3-Ayes (Paull, Anderson and Riley), 0-Noes and 0-Absent.

**2. Adopt 2023 Public Outreach Committee Meeting Schedule**

Stoldt introduced the matter.

Chair Riley opened public comment; *no comments were directed to the committee*

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

**3. Review Annual Report Formats and Consider Recommendation to Board Regarding Adoption of the 2022 MPWMD Annual Report**

Wellman commented on the meeting formats and contents of the Annual Report as presented in Exhibit 3-A and 3-B.

Stoldt briefly covered the MPWMD Enabling Legislation Section 118-350 (A thru E) which provides direction on required content to include in the District’s publication of its Annual Report (Report). He stated most of requirements found in the statute except for “(d) a recommendation as to whether or not a ground water charge should be levied in any zone or zones of the district during the ensuing water year” have been covered in the Report and sought committee direction. Laredo believes the financial revenue and expenditure pie charts coupled with a footnote on the groundwater charge would bring the report up to compliance on Section 118-350 (d). Anderson plans to send via e-mail to the General Manager and Water Demand Manager edits and points of clarification on the Report.

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

A motion was made by Riley with a second by Anderson to recommend to the Board to adopt Exhibit 3-A: Option 1 with non-substantive edits to be made on the Report and inclusion of a footnote covering Section 118-350 (d). The motion passed on a roll-call vote of 3-Ayes (Paull, Anderson and Riley), 0-Noes and 0-Absent.

**Discussion Items**

**4. Review 2023 Public Education Classes / Workshops**

Stephanie Locke, Water Demand Manager presented via MS PowerPoint entitled, “Review 2023 Public Education Classes/Workshops.” *A copy of the presentation is available online on the District website and available upon request at the District office.* She commented the District will team with Greens Garden Group (G3) and Cal-Am on public education classes and outreach. She briefly covered the G3 Classes for 2023 and mentioned costs are split with the District and the Water Awareness Committee of Monterey County. She stated that in June 2023, the Irrigation Association will provide an in-person two-day session for the Certified Landscape Irrigation Auditor Training. Lastly, she mentioned that there will be a Food Service and Hospitality Water Auditing class to occur in the late Summer/Early

Fall of 2023 at the Asilomar Hotel and Conference Grounds (or similar facility) and briefly covered several areas of focus and highlighted on her slide-deck.

Anderson questioned if the hospitality association can share training costs as offered by the District, Cal-Am and G3. Wellman shared with Locke that he would like to include and promote upcoming classes on the District’s newsletters to bring awareness to the community.

## 5. Status of Public Outreach Projects / WellmanAd

Phil Wellman, Public Outreach Consultant with WellmanAd presented via MS PowerPoint entitled, “MPWMD Public Outreach Report: February 27, 2023.” *A copy of the presentation is available online on the District website and available upon request at the District office.* Wellman covered the three communications goals for the committee to include: “(1) Counter Cal-Am’s misinformation; (2) Clearly inform Monterey Peninsula ratepayers about the Water District’s role in developing an affordable and sustainable water supply; and (3) Educating ratepayers about the stewardship role the Water District plays in caring for an environment that provides our essential resource.” Wellman covered projects completed to include:

- (1) January 5, 2023 in the Monterey County Weekly- Branding Ad “CalAm is Holding Our Water Hostage”
- (2) January 5, 2023 in an e-mail newsletter entitled, “Long and Winding Road to Pure Water Monterey Expansion”
- (3) January 16, 2023 in the Carmel Pine Cone- Branding Ad “Feet on the Ground”
- (4) January 26, 2023 in an e-mail newsletter entitled, “What if We Could Capture the Excess Carmel River Water that Flows out to Sea? WE DO!”
- (5) February 16, 2023 in the Monterey County Weekly, the Carmel Pine Cone and in an e-mail newsletter entitled, “Carmel River Steelhead. The Renewal.”
- (6) January / February 2023: Social Media Posts were coordinated and simultaneously posted with current ads and newsletters.
- (7) Developed two draft Annual Report designs for the Committee to select from.

Wellman briefly covered future upcoming projects to include: Measure J, Fix a Leak Week, Update Collateral and District Website. After much deliberation, Wellman, Riley, Paull, Locke and Stoldt believes a coordinated effort with Suresh Prasad, Administrative Services Manager/CFO; Stephanie Locke, Water Demand Manager; Joel Pablo, Board Clerk; Sara Reyes, Sr. Office Specialist and others is needed in the development of a new website. Riley added that the new site should mirror the readability and be as photogenic as the electronic newsletter.

Chair Riley opened public comment; *the following comment was directed to the committee:*

- (1) Melodie Chrislock: Shared that on the California Public Utilities Commission (CPUC) website that there are 190 comments. She commented that Cal-Am continues to state their support for Pure Water Monterey– Expansion, yet has

not provided funds to build the project. She believes the District should highlight and bring community awareness that the CPUC granted Cal-Am \$61.4 million or 75% of the company’s original ask for cost recoveries.

No further comments were directed to the committee.

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

Riley- Shared that he is interested in exploring the idea of having a joint meeting with MPWMD and Monterey One Water Committee on Water Supply Projects / Issues.

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**CLOSED SESSION**

**Roll Call**

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  
Joel G. Pablo, Board Clerk

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

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

**7. Conference with Legal Counsel – Anticipated Litigation: Significant exposure to litigation pursuant to § 54956.9(b) (One potential case)**

David C. Laredo read the board into closed session.

Chair Riley recessed the committee at 4:15 p.m. from open session to closed session. Riley announced and confirmed with Laredo that the committee will adjourn the Public Outreach Committee meeting following the conclusion of matters as listed on the closed session agenda.

**Report Out from Closed Session**

David C. Laredo reported that committee met to discuss one item of potential litigation. No reportable action was taken.

## **Adjournment**

Director Riley adjourned the meeting at 5:02 p.m.

/s/ Joel G. Pablo

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Joel G. Pablo, Board Clerk

Received by the MPWMD Board of Director's on May 15, 2023

Approved by the MPWMD Public Outreach Committee on April 24, 2023