



**Final Minutes  
Monterey Peninsula Water Management District  
Public Outreach Committee  
Monday, June 26, 2023**

**Call to Order | Roll Call**

Chair Riley called the meeting to order at 3:13 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: Fran Farina 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 April 24, 2023 Committee Meeting Minutes**

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

A motion was made by Anderson with a second by Riley to approve the April 24, 2023, Committee Meeting Minutes. The motion passed on a roll-call vote of 2-Ayes (Anderson and Riley), 0-Noes and 1-Absent (Paull) due to technical difficulties.

**Discussion Items**

**2. Status of Public Outreach Projects / WellmanAd**

David J. Stoldt, General Manager provided introductory remarks. Phil Wellman, *Public Outreach Consultant* with WellmanAd presented via slide-deck entitled,

“MPWMD Public Outreach Report / June 26, 2023: *Projects completed since our last Public Outreach meeting*” A copy of the presentation is available online on the District website and available upon request at the District office. Wellman covered projects completed to include:

1. **May 4, 2023:** First publication of the Newsletter entitled, “Annual Report Now Available, Find out what the Water District is doing for you” and noted there were 250 links to the download button for the Annual Report.
2. **May 18, 2023:** Sent E-Mail Newsletter “Tune up your irrigation and save!” which included information on landscaping with a link to the Rebates that are available, a download button for the Water Approach Magazine/Handbook and a link to register for upcoming Webinars. Half-page Branding Ad published in the Monterey County Weekly and the Carmel Pine Cone on Irrigation and Rebates.
3. **June 22, 2023:** Sent E-mail Newsletter “ASR Exceeds Rainwater Storage Goals”, and a half-page Branding Ad in both the Monterey County Weekly and the Carmel Pine Cone with the same message.
4. **May / June Social Media:** Information to the ratepayers by use of branding ads, news clips, and weekly boosting. Followers include 816 on Instagram, 277 on Twitter, 48 on Facebook but still working with obtaining the 960 followers on the old Facebook site with the current site.
5. **July 2023:** A full page ad in the Monterey County Weekly advertising the Summer Splash Campaign and also promotions in the newsletter, Monterey Bay Parent, Carmel Pinecone and PG Press publications.

Wellman briefly covered future upcoming projects to include:

1. Newsletter that would exclusively address Frequently Asked Questions.
2. Website: Wellman, Stoldt and Locke will be meeting to discuss first steps. The plan is to update the existing desktop and mobile version to optimize communication, then auditing the site to determine what is working and what is not and what changes need to be made. Completion goal is 90 to 120 days

Director Paull asked if any suggestions or feedback has been received by staff or the Directors. Stephanie Locke responded to Director Paull’s question and stated that a meeting was conducted between Wellman and staff to discuss goals and objectives and the proposal that the Board approved as part of the Budget included all the suggestions presented by staff. The General Manager also reported on this in his report at the May Board meeting. Director Riley suggested if the phrase shown on the main page of the website could be rotated regularly with different goals and objectives highlighted. Wellman responded that this could be done.

Stoldt provided a brief update on the Buyout Status and stated the cost of service and

rate update based on the appraisal was presented in closed session on June 16, 2023; the Findings he is currently working on along with the draft resolution will likely be presented to the Board in September 2023.

*No verbal or written public comment was received.*

### **3. Nature of District Outreach Regarding Litigation, Positions and Outcomes**

Stoldt stated clearer direction should be received by the Board with regards to determining if they want to have greater explanation of where things are heading in different litigations or not. Past practice has been to not identify every lawsuit and to only post under a Closed Session agenda when warranted. Stoldt posed the question whether the Board feels the public has a need to know or wants to remain current. Stated the press does a good job when there is a filing or written decision of a judge. Riley stated it would be a good practice to call attention to a scheduled hearing. Counsel Farina stated there was a time when the District tried doing that but it became a difficult task due to frequent hearing date changes. Current practice at the Board meetings allows for public comment to express opinions and concerns on decisions that affect their community. She also stated that the Board can keep the public informed to a certain extent, but they are allowed under the Brown Act to have certain matters considered in closed session with confidence. Director Paull stated she agreed with Farina’s comments and suggestions. Paull suggested developing a Chronology of the major events and decisions that have already occurred and links to obtain additional information. She asked that Wellman organize the current information on the District’s current website that outlined Measure J events and documents, for example.

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

#### **Adjournment**

There being no further business, Chair Riley adjourned the meeting at 4:17 p.m.

/s/ Sara Reyes

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Sara Reyes, Sr. Office Specialist

Approved by the MPWMD Public Outreach Committee on August 28, 2023  
Received by the MPWMD Board of Director’s on September 18, 2023