



**Final Minutes  
Monterey Peninsula Water Management District  
Public Outreach Committee  
Monday, June 27, 2022**

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

**Call to Order | Roll Call**

Chair Riley called the meeting to order at 4:00 p.m.

Committee members present: George Riley - Chair  
Amy Anderson  
Safwat Malek, *Alternate*

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Joel G. Pablo, Board Clerk

District Counsel present: None

Comments from the Public: No comments were directed to the committee.

**Action Items**

**1. Consider Adoption of April 14, 2022 Committee Meeting Minutes**

*Chair Riley opened the public comment period. No comments were received.*

A motion was offered by Anderson with a second by Riley to approve the April 14, 2022 Committee meeting minutes. The motion passed on a roll-call vote of 3-Ayes (Anderson, Malek and Riley), 0-Noes and 0-Absent.

**Discussion Items**

David J. Stoldt, General Manager provided introductory remarks and requested the Committee to hear a discussion topic on concept designs for the Santa Margarita Aquifer and Storage Recovery Site (herein after referred to as "ASR"). Chair Riley accepted and allowed staff to present on the matter with no objections from other committee members.

Maureen Hamilton, Sr. Water Resources Engineer presented via MS PowerPoint entitled, "Santa Margarita ASR Site- *Outreach Installation Draft Design.*" *A copy of the presentation is on file at the District office and can be viewed on the District website.* Hamilton provided background information and reminded the committee the MPWMD Board of Director's at its July 2021 meeting authorized staff to contract with Ecological Concerns, Inc. for landscape and outreach design services at the Santa Margarita Aquifer Storage and Recovery Site located on General Jim Moore Boulevard in Seaside at the intersection of Coe/Eucalyptus.

Hamilton’s provided an overview of the:

1. Map of the Location Site
2. Goals of the Design and Outreach Efforts to help explain ASR, the Seaside Basin and the Carmel River
3. Overview of the Sign Detail, Sign Location / Placement and Messaging
4. Next steps to include gaining City concurrence, grant and funding opportunities, graphic design and print quality.

Following Mrs. Hamilton’s presentation, Chair Riley asked about including additional informative pieces that touch upon Pure Water Monterey and the Seaside Groundwater Basin Watermaster. Riley believes including those two pieces along with a collaborative approach in asking other water agencies to produce signage along Eucalyptus will help with educational outreach efforts on water resources on the Peninsula. Committee Member Anderson shared her concerns about the amount of information that could be contained on the display boards (“Raindrop” shape) and asked staff to consider potential alternatives, *if possible* to include looking into different display shapes and sizes. In response to Anderson, Hamilton and Stoldt shared the raindrop panel will contain textual information and is consistent with the City of Seaside’s sizing requirements. By committee consensus and discussions had, staff will continue working on educational outreach efforts at the ASR and work with additional draft concept drawings (addressing shapes, sizes and additional ideas) that may work for the ASR.

David J. Stoldt, General Manager screenshared an interpretive sign and provided an overview of the Songbird Sanctuary owned by the Big Sur Land Trust. *A copy of the presentation is on file at the District office and can be viewed on the District website.*

*Opened Public Comment; No comments were directed to the Committee.*

## **2. Identify Public Outreach Needs and Effectiveness: Are the District’s Needs Being Met?**

*Item 2 and 3 were addressed in the same discussion.*

Chair Riley introduced the following matter. David J. Stoldt, General Manager provided a brief overview of Exhibit 2-A: Identified Scope for District Public Outreach Services and noted the text found in bold can be taken care of by an outside Public Relation (PR) person and those not found in bold are those items District staff member can be tasked with. Committee Member Malek expressed a desire for the District to hire a PR firm to drive the District’s outreach goals, specifically KP Public Affairs. In response to Malek, Stoldt noted the matter will be discussed further in Item No. 4, Consultant Resources and Availability. Stoldt stated he would be amenable to looking into local and out-of-area PR firms to assist the District with outreach efforts. Chair Riley explained the District should look at and be assertive in telling the District narrative and think about how messaging is conveyed to the broader public. Anderson added marketing is key skill. In addition, Anderson shared those close to her are unaware of the District’s work on conservation and water supply. Anderson believes a PR firm are better geared and have the experience necessary to deliver on the District’s outreach efforts. In response to Committee Member Anderson and Malek, Chair Riley asked both committee members to explore defining public outreach effort goals (short-term and long-term) and problems. Stoldt, General Manager provided a summary of discussions and desires of the committee to be understood as (a) working on, identifying and defining themes; (b) exploring hiring an in-house public outreach position; and (c) hiring an outside PR firm or person(s).

## **3. Identify Public Outreach Needs Best Suited for District Staff (and Board) and by an Outside Consultant**

*Item 2 and 3 were addressed in the same discussion.*

**4. Consultant Resources and Availability**

David J. Stoldt, General Manager provided an overview and reviewed Exhibit 4-A: Identified Local Outreach Resources and covered each public relations persons or businesses in detail.

By committee consensus, Chair Riley asked staff to explore hiring an in-house public outreach position and explore the idea of hiring an outside Public Relations firm to dive into various outreach effort themes as discussed among the Committee members.

*No comments were directed to the Committee on Item No. 4*

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

None

**Adjournment**

Chair Riley adjourned the meeting at 5:33 p.m.

/s/ Joel G. Pablo

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Joel G. Pablo, Board Clerk

Received by the MPWMD Board of Director's on September 19, 2022

Approved by the MPWMD Public Outreach Committee on August 22, 2022