



**Final Minutes
Public Outreach Committee Meeting
Monday, November 24, 2025, at 2:00 p.m.
Meeting Location: Zoom**

Call to Order / Roll Call

Chair Edwards called the meeting to order at 2:00 p.m.

Committee Members Present

Alvin Edwards, Chair
Karen Paull
Rebecca Lindor (arrived at 2:05 p.m.)

Committee Members Absent

None

District Staff Members Present

Dave Stoldt, General Manager
Mike McCullough, Assistant General Manager
Stephanie Locke, Water Demand Manager
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; no members of the public were present.

Action Items

1. Consider Adoption of September 29, 2025, Committee Meeting Minutes

On a motion by Paull and seconded by Edwards, the minutes of September 29, 2025, committee meeting were approved on a roll call vote of 2 Ayes (Edwards and Paull), 0 Noes, and 1 Absent (Lindor).

Discussion Items

2. Status of Public Outreach Projects

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide-deck titled, "MPWMD Public Outreach Report/October 1 – November 24." A copy of the presentation is available at the District office and can be found on the District website. Mr. Wellman highlighted the following:

Oct

- Brand Ad, Newsletter and social media highlighting: Mulch Madness event, the launch of Pure Water Monterey Expansion project, and efforts to modify the Cease and Desist Order

Nov

- Brand Ad, Newsletter and social media highlighting the reduction of water use on the peninsula

3. Status of Letters of Support for Modification of the Cease & Desist Order

Dave Stoldt reported that it has been one month since the application was submitted and outreach for letters of support continues. About 25% of requests have resulted in letters so far, including a neutral letter from the City of Monterey. Additional outreach is planned after the holiday with a goal of reaching 50%. Some housing advocates require further explanation of local conditions. He also noted that the City of Monterey is currently declining to release water until the State takes action on the CDO, despite having approved similar releases in the past. Staff is working with LandWatch to address concerns regarding intensification of use versus change in use.

Staff is seeking a meeting with the new CalAm president, Sarah Leeper, to reinforce ongoing collaboration and highlight the unique conditions on the Monterey Peninsula compared with other CalAm service areas.

4. Update on Citizens Water Panel Concepts

Mike McCullough presented the concept of a Citizen Water Panel to improve public understanding of District policies and local water resource management. The proposal is a one-year pilot with 2–4 informal meetings that remain transparent but outside Brown Act requirements.

Potential participants may come from chamber government affairs groups, realtors, business coalitions, board member nominations, or public interest applicants.

Planned topics include District department overviews, advocacy and outreach efforts, major collaborative projects (e.g., Seaside Groundwater Basin, Pure Water Monterey), and Measure J. Meetings may combine presentations with site visits to District and partner facilities such as river sites, fish facilities, the ASR site, and stormwater diversion projects.

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 2:47 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on February 24, 2026.

Received by the MPWMD Board of Director's on March 16, 2026.