



**Final Minutes
Monterey Peninsula Water Management District
Public Outreach Committee
Monday, October 24, 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 4:01 p.m.

Committee members present: George 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, WellmanAd
Joel G. Pablo, Board Clerk

District Counsel present: None

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

Discussion Items

1. Review Progress on Outreach Program Transition to WellmanAd: (a) Mailing List (MailChimp); (b) Social Media; (c) Website and (d) Print Ads

Stephanie Locke, Water Demand Manager provided introductory remarks and remarked that the contract with WellmanAd has been executed. Phil Wellman thanked the District for welcoming him onboard the team. Wellman commented one of his public relations strategies for the District is “to inform, to educate, to counter misunderstandings... cultivate a dialogue between the Water District and the folks in the community” through the utilization of e-mails newsletters, various social media platforms, print ads and printed material. Locke stated how effective and efficient WellmanAd was in producing a handout for one of her staff members who attended and presented at the Irrigation Show and Education Week in Las Vegas, Nevada. Wellman informed the committee his e-mail newsletters in the coming weeks will be to inform the public on Pure Water Monterey, the public buyout and to educate the community on the upcoming CA Coastal Commission hearings on November 17, 2022. In addition, Wellman commented that he has envisioned several website designs for the District and will bring it forward in the coming weeks. Stoldt and Locke mentioned the e-mail newsletters have been highly effective in reaching wider audiences, have increased public engagement, and is eliciting responses from the community.

No public comments were directed to the Committee on the matter.

2. Overview of Next 4 Weeks – Coastal Commission

Phil Wellman touched upon e-mail newsletters to be released within the coming weeks intended to inform the general community of how the sale of and acquisition of CalAm (Monterey) will impact ratepayer pocketbooks. In addition, Wellman stated he will include information that will provide public awareness of the CA Coastal Commission hearings on November 17, 2022 pertaining to CalAm's Coastal Development Permit [Monterey Peninsula Water Supply Project (MPWSP)]. Stoldt stated the last time projected costs (approximately \$298.1 million) for CalAm's desalination project was through an advice letter issued by the California Public Utilities Commission in September 2019. Stoldt mentioned capital costs for the proposed MPWSP should be updated due to several factors and believes costs to be over \$400 million. Stoldt informed the committee the State Revolving Fund Loan intended use plan dropped the CalAm project for its lack of progress and it is unclear now if CalAm intends to renew the loan.

The following comments were directed to the committee:

- (1) Marc Kelley: Requested the District to provide accurate timeframes in determining when water will be produced by the Pure Water Monterey- Expansion which he believes will be 2 ½ years from now. In addition, requested information on the inter-relatedness between the lifting of the SWRCB Cease-and-Desist Order and the production of Pure Water Monterey.

No further comments were directed to the committee.

3. Other Ongoing Outreach Efforts

David J. Stoldt, General Manager provided a brief verbal status report on the District's ongoing outreach efforts to include presentations before the League of Women Voters, Monterey Rotary Club and Seaside City Council. In addition, Stoldt noted communication messaging / response efforts have been made with the Castroville Community Services District, Seaside Groundwater Basin Watermaster, LandWatch of Monterey County, and various attorneys. Lastly, the District have requested ex-parte meetings with CA Coastal Commissioners in relation to the upcoming Coastal Development Permit hearing on CalAm's Coastal Development Permit (MPWSP).

No comments were directed to the committee.

4. Summary of Recent and Future Public Presentations

Stephanie Locke, Water Demand Manager mentioned there will be two workshops in coordination with California American Water on: (1) October 27, 2022: Protecting the Trees Online; and (2) November 10, 2022: Compost: Building the Soil Sponge.

David J. Stoldt commented future upcoming presentations or meetings will be conducted with the Seaside City Council, the City of Monterey and the Association of Monterey Bay Area Governments, re: Regional Housing Numbers Allocation (RHNA).

The following comments were directed to the Committee:

- (1) Marc Kelley: Re-iterated that the District should be wary in publishing press releases that projects construction completion dates close to two years due to various unknowns that may slow the progress of the PWM- Expansion.

No further comments were directed to the Committee.

Suggest Items to be Placed on a Future Agenda

None

Adjournment

Chair Riley adjourned the meeting at 4:04 p.m.

/s/ Joel G. Pablo

Joel G. Pablo, *Committee Clerk to the Public Outreach Committee*

Received by the MPWMD Board of Director's on January 23, 2023

Approved by the MPWMD Public Outreach Committee on December 15, 2022