



Final Minutes
Public Outreach Committee Meeting
Monday, September 29, 2025, at 2:00 p.m.
Meeting Location: Zoom

Call to Order / Roll Call

Chair Edwards called the meeting to order at 2:00

Committee Members Present

Alvin Edwards, Chair
Karen Paull

Committee Members Absent

Rebecca Lindor

District Staff Members Present

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 April 28, 2025, Committee Meeting Minutes

On a motion by Paull and seconded by Edwards, the minutes of the April 28, 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/May 1 to September 29." A copy of the presentation is available at the District office and can be found on the District website. Mr. Wellman highlighted the following:

May

- Brand Ad, Newsletter and social media highlighting ASR and Pure Water Monterey

June

- Printed and digital ads highlighting the Summer Splash Campaign

July

- Summer Splash boosted through social media and newsletter

- Brand ad and newsletter on Mulch Madness

August

- Brand ad and social media highlighting Car Week and Water Savings

September

- Video posted on District website highlighting Steelhead fish rescues
- Brand ad highlighting Flow Meter Rebate
- Newsletter highlighting Pure Water Monterey Open House

Other Updates

Current Public Outreach Strategy

Phil Wellman shared plans to enhance public communication through a bi-monthly Progress Newsletter featuring brief updates and links on key Water District projects. Initial topics include:

- Pure Water Monterey now supplying 60% of peninsula water
- MPWMD's filing to lift the Cease and Desist Order (CDO) and housing moratorium
- CPUC decision and DESAL project uncertainty

He emphasized the importance of timely press releases and committed to staying actively involved in publicity efforts. Advertising will continue, and the District will begin monitoring Nextdoor (a neighborhood-focused social media platform) to better understand public concerns and respond thoughtfully.

3. Discussion of Social Media Needs and Capabilities

Mike McCullough, Assistant General Manager, emphasized that effective social media management requires dedicated personnel and ongoing monitoring. He noted that AI tools can assist with drafting and modifying content for various platforms, serving as a helpful resource. Additional website-related items may be revisited in future discussions.

4. Review of Pure Water Monterey Expansion Ribbon Cutting Events

Mike McCullough confirmed that invitations were sent for the upcoming event. The opening video begins at 10:35 AM, followed by speakers and a closing at 11:15 AM, with lunch and tours to follow. Final preparations are underway.

Phil Wellman added that a public open house will be held Saturday, with 200 tour spots available and fewer than 50 remaining. A reminder will be sent out.

Additionally, a staff appreciation lunch will be held Monday at the treatment plant for agency staff involved in the project, with seven District employees attending.

5. Discuss Formation of Citizens Panel on Water Supply Issues

Mike McCullough discussed aligning with the March 2025 strategic goals to increase public engagement in water supply issues. He proposed revisiting the topic in November, suggesting a "champions group" model focused on educating the public rather than forming a formal advisory panel. The goal would be to share the District's expertise with the community, helping residents better understand water-related challenges and solutions.

Suggest Items to Be Placed on a Future Agenda

- District website review and potential use of AI
- Recap of PWM Ribbon Cutting Event (?)
- CPUC Activities/Updates
- CDO Activities/Updates

Adjournment

There being no further business, Chair Edwards adjourned the meeting at 3:20 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on November 24, 2025.

Received by the MPWMD Board of Director's on December 15, 2025. _____.