



AGENDA
Public Outreach Committee

Monday, September 29, 2025, at 2:00 p.m. | *Virtual Meeting*

COMMITTEE MEMBERS		<u>Mission Statement</u>
Alvin Edwards – Chair	Staff:	Sustainably manage and augment the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its natural and human environments.
Karen Paull	David J. Stoldt, General Manager	
Rebecca Lindor	Stephanie Locke, Water Demand Manager	
Alternate:		<u>Vision Statement</u>
Vacant		Model ethical, responsible, and responsive governance in pursuit of our mission.
		<u>Board's Goals and Objectives</u>
		Are available online at https://www.mpwmd.net/who-we-are/mission-vision-goals/

Join the meeting at:

<https://mpwmd-net.zoom.us/j/81473913852?pwd=acbVN4ATxpOVqt8HwqjI6TvG9JG3EG.1>

Webinar ID: **814 7391 3852** | Password: **092925** | To Participate by Phone: **(669) 900-9128**

For detailed instructions on how to connect to the meeting, please click the link below:

<https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>

Copies of the agenda packet are available for review on the District website (www.mpwmd.net) and at
5 Harris Court, Bldg. G, Monterey, CA.

Call to Order / Roll Call

Additions and Corrections to the Agenda

Comments from Public – *The public may comment on any item within the District's jurisdiction. Please limit your comments to three (3) minutes in length.*

Action Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

1. Consider Adoption of Committee Meeting Minutes from April 28, 2025

Discussion Items – *Public comment will be received. Please limit your comments to three (3) minutes per item.*

2. Status of Public Outreach Projects / WellmanAd (*Verbal Report*)

3. Discussion of Social Media Needs and Capabilities
4. Review of Pure Water Monterey Expansion Ribbon Cutting Events
5. Discuss Formation of Citizens Panel on Water Supply Issues

Suggest Items to be Placed on Future Agendas

Adjournment

Accessibility
<p>In accordance with Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), MPWMD will make a reasonable effort to provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. MPWMD will also make a reasonable effort to provide translation services upon request. Please send a description of the requested materials and preferred alternative format or auxiliary aid or service at least 48 hours prior to the scheduled meeting date/time. Requests should be forwarded to Sara Reyes by e-mail at sara@mpwmd.net or at (831) 658-5610.</p>
Options for Providing Public Comment
<p>Submission of Written Public Comment</p> <p>Send written comments to District Office, 5 Harris Court, Building G, Monterey, CA or online at comments@mpwmd.net. Include the following subject line: "PUBLIC COMMENT ITEM #" (insert the agenda item number relevant to your comment). Written comments must be received by 12:00 PM on the day of the meeting. All submitted comments will be provided to the Committee, compiled as part of the record, and placed on the District's website as part of the agenda packet for the meeting. Correspondence is not read during public comment portion of the meeting.</p>
<p>Instructions for Connecting to the Zoom Meeting can be found at https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/</p>
<p><i>Refer to the Meeting Rules to review the complete Rules of Procedure for MPWMD Board and Committee Meetings: https://www.mpwmd.net/who-we-are/board-of-directors/meeting-rules-of-the-mpwmd/</i></p>

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PUBLIC OUTREACH COMMITTEE

ITEM: ACTION ITEM

1. CONSIDER ADOPTION OF APRIL 28, 2025 COMMITTEE MEETING MINUTES

Meeting Date: September 29, 2025

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Attached as **Exhibit 1-A** are the draft minutes of the Public Outreach Committee meeting held on April 28, 2025.

RECOMMENDATION: Staff recommends that the Public Outreach Committee review and adopt the draft minutes by motion.

EXHIBIT

1-A Draft Minutes of the April 28, 2025, Public Outreach Committee Meeting

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EXHIBIT 1-A

Draft Minutes Public Outreach Committee Meeting Monday, April 28, 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
Rebecca Lindor

Committee Members Absent

None

District Staff Members Present

Mike McCullough, Assistant General Manager
Stephanie Locke, Water Demand Manager
Nishil Bali, Chief Financial Officer/Administrative
Services Manager
Sara Reyes, Board Clerk

District Staff Members Absent

David Stoldt

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 February 25, 2025 Committee Meeting Minutes

On a motion by Edwards and seconded by Lindor, the minutes of the February 25, 2025, committee meeting were approved on a roll call vote of 2 Ayes (Edwards and Lindor), 0 Noes, and 1 Abstain (Paull).

Discussion Items

2. Status of Public Outreach Projects

Phil Wellman, Public Outreach Consultant with WellmanAd, presented a slide-deck titled, "MPWMD Public Outreach Report/February 25 to April 28." A copy of the presentation is available at the District office and can be found on the District website. Mr. Wellman highlighted the following:

March

- Half-page Brand Ad announcing Fix a Leak Week
- Newsletter and social media posts announcing the hiring of Mike McCullough as the District's Assistant General Manager

April

- Full page Brand Ad highlighting the District's Annual Report
- Distribution of the Annual Report in the Monterey County Weekly
- Social media posts announcing the release of the Annual Report

Other Updates

- District's webpage is regularly updated under "Peninsula News" with current events
- Planning underway for the Summer Splash event
- Continued efforts to expand awareness, inform, and gather support for lifting the Cease and Desist Order

3. Extent of Public Update to be provided for Water Supply Charge during the Various Stages of the Litigation

Due to General Manager Stoldt's absence, Stephanie Locke, Water Demand Manager, requested that this matter be continued at the next Public Outreach Committee meeting. The committee agreed.

4. Committee Activities Related to Adopted 2025 Strategic Goals and Objectives

Due to General Manager Stoldt's absence, Stephanie Locke, Water Demand Manager, requested that this matter be continued at the next Public Outreach Committee meeting. The committee agreed.

5. Update on Annual Report Publication and Distribution

Stephanie Locke reported that information on the publication and distribution of the Annual Report was presented during Phil Wellman's presentation. She expressed satisfaction with the placement of the annual report announcements in the Monterey County Weekly and the Pinecone.

6. Public Experience with District Web Page

District staff engaged in discussions with the committee and Phil Wellman regarding various issues the public has experienced with the District's webpage not loading properly. District staff will meet with Mr. Wellman to discuss this further and work on resolving the issues.

Suggest Items to Be Placed on a Future Agenda

- District-sponsored social media sites
- Discuss "Profiles" as an Outreach Theme
- Update on Mulch "Madness" and Summer Splash
- Follow-Up Report on Webpage loading abnormalities
- Return Items 3 and 4 with "town hall" meetings as part of the discussion under Strategic Goals and Objectives

Adjournment

There being no further business, Chair Edwards adjourned the meeting at 2:51 p.m.

/s/ Sara Reyes

Sara Reyes, Board Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on _____.

Received by the MPWMD Board of Director's on _____.

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ITEM: DISCUSSION ITEM

3. DISCUSSION OF SOCIAL MEDIA NEEDS AND CAPABILITIES

Meeting Date:	September 29, 2025	Budgeted:	N/A
From:	David Stoldt General Manager	Program/ Line Item No.:	N/A
Prepared By:	David Stoldt	Cost Estimate:	N/A

General Counsel Review: N/A.

Committee Recommendation: N/A

CEQA Compliance: This does not constitute a project as defined by the California Environmental Quality Act Guidelines Section 15378.

SUMMARY: At its September 15, 2025 Board meeting Director Paull reviewed a session she attended at the recent California Special Districts Association (CSDA) conference. The session, titled “Combating Misinformation and Deceptive AI” was presented by Mac Clemmens, of the company Streamline. The session description was “As AI technology evolves, the risk of misinformation and disinformation becomes more pronounced. This presentation will provide insights into the challenges of the political season, offer strategic recommendations for districts, and introduce tools and platforms for maintaining the integrity of information within your community”. Streamline is a company offering multiple services to governmental agencies, including agenda management, website hosting, public payment portals, social media management, among other services.

The Committee shall discuss with WellmanAD the tools and strategies available to the District to disseminate timely and responsive information and to counteract disinformation.

EXHIBITS

None

ITEM: DISCUSSION ITEM

4. REVIEW OF PURE WATER MONTEREY EXPANSION RIBBON CUTTING EVENTS

Meeting Date:	September 29, 2025	Budgeted:	N/A
From:	David Stoldt General Manager	Program/ Line Item No.:	N/A
Prepared By:	David Stoldt	Cost Estimate:	N/A

General Counsel Review: N/A.

Committee Recommendation: N/A

CEQA Compliance: This does not constitute a project as defined by the California Environmental Quality Act Guidelines Section 15378.

SUMMARY: Assistant General Manager Mike McCullough will review for the Committee the private and public events surrounding the completion of the Pure Water Monterey Expansion.

Particular emphasis will be discussion of how to assist in publicizing the public tours on October 4, 2025. Tour registration can be found here: <https://checkout.eventcreate.com/pwm-tour-registration/select-buy>

The announcement for the public tours is shown below:

Public Tour Event Registration

[Advanced Registration Required - Sign Up Now!](#)

Expansion of Pure Water Monterey Advanced Water Purification Facility Tours

Construction of the expansion of Pure Water Monterey is nearing completion, and we are ready to celebrate this exciting milestone with the community.

Take a walking tour of Pure Water Monterey's expanded facility and see the advanced technology used to replenish the Seaside Groundwater Basin. Following the tour, grab a complimentary treat and water-wise information.

Saturday, October 4, 2025

Reservations Required: Space is limited; 10 years old and up

Time: Tours every 20 minutes.

First tour @ 11:00 am; final tour @ 2:00 pm

Location: Marina, CA

Address and details on facility access provided with registration

Required: Closed-toe shoes

ITEM: DISCUSSION ITEM

5. DISCUSS FORMATION OF CITIZENS PANEL ON WATER SUPPLY ISSUES

Meeting Date:	September 29, 2025	Budgeted:	N/A
From:	David Stoldt General Manager	Program/ Line Item No.:	N/A
Prepared By:	David Stoldt	Cost Estimate:	N/A

General Counsel Review: N/A.

Committee Recommendation: N/A

CEQA Compliance: This does not constitute a project as defined by the California Environmental Quality Act Guidelines Section 15378.

SUMMARY: At its February 28, 2025 Workshop, the District Board discussed the demise of its Ordinance 152 Citizens’ Oversight Panel and discussed the potential benefits of a revised and reconstituted “Citizens’ Water Advisory Panel” of some kind.

The topic was memorialized in the District’s 2025 Strategic Goals and Objectives adopted March 17, 2025:

Goal #4: Increase public engagement and maintain leadership role on water issues

Objectives:

- Consider forming citizens' panel.
- Increase use of email, social media and town halls.
- Highlight progress on current goals and objectives.
- Increase visibility at state and local conferences.

The Committee should discuss the following:

- Composition – Director appointed individual citizens
v.
Government Affairs Representatives from key organizations
v.
Some combination
- Term of appointment
- Number of meetings per year

The Ordinance 152 Panel “Mission and Responsibilities” adopted in 2012 is attached as **Exhibit 5-A** for information, but is not included as a recommendation.

EXHIBITS

5-A Ordinance 152 Citizens' Oversight Panel "Mission and Responsibilities"

EXHIBIT 5-A

MISSION AND RESPONSIBILITIES OF THE MPWMD ORDINANCE 152 CITIZEN'S OVERSIGHT PANEL

Adopted by MPWMD Board 12/10/12

1. Primary Function

The Ordinance 152 Citizen's Oversight Panel (the "Panel") is a committee formed for the sole purpose of providing a forum for public involvement in the budgeting and expenditure of the District's annual Water Supply Charge. The Panel is directed to meet quarterly and review proposed expenditure of funds for the water supply activities of the District. The Board does not seek consensus from the Panel, but rather input on the ongoing budgeting and expenditure of revenues raised by the water supply charge on water supply related activities. The Panel will submit an annual report for consideration by the Board of Directors at its regular September meeting. The Panel is expected to visit District facilities – to be scheduled by the District – to become better acquainted with water supply projects and operations. The Panel will also, from time to time, be requested to provide community input with respect to water supply-related activities.

Pursuant to the Ordinance, proceeds of the water supply charge may only be used to fund District water supply activities, including capital acquisition and operational costs for Aquifer Storage and Recovery (ASR), Groundwater Replenishment (GWR), and desalination purposes, as well as studies related to project(s) necessary to ensure sufficient water is available for present beneficial water use in the main CAW system. In addition to direct costs of the projects, proceeds of this annual water supply charge may also be expended to ensure sufficient water is available for present beneficial use or uses, including water supply management, water demand management, water augmentation program expenses such as planning for, acquiring and/or reserving augmented water supply capacity, including engineering, hydrologic, legal, geologic, financial, and property acquisition, and for reserves to meet the cash-flow needs of the District and to otherwise provide for the cost to provide services for which the charge is imposed.

No more than fifteen (15%) of proceeds collected by reason of Ordinance No. 152 shall be used to fund general unallocated administrative overhead.

2. Process

The Panel will meet quarterly, beginning in January 2013. At each meeting, the Panel will receive a report from District staff on budget and expenditure of the water supply charge on water supply activities. Generally, the Panel's meetings will include these topics:

January: Review of actual December receipts and update on on-going spending plans.

April: Review of actual April receipts (if available), discuss proposed budget and capital improvement plan for following fiscal year, and update on on-going spending plans

July: Overview of approved budget and proposed expenditure of funds on water supply activities, prepare prior year annual report, and update on on-going spending plans

October: Update on on-going spending plans.

The Panel meets the definition of a "legislative body" as defined by the Brown Act; therefore, all meetings shall be noticed and open to the public in compliance with the Brown Act.

3. Composition and Structure

- a) The Panel is comprised of 9 members who shall reside within the boundaries of the Monterey Peninsula Water Management District. Members of the Panel shall serve at the pleasure of the District Board.
- b) The Board shall appoint one member from a panel of three persons nominated by the Monterey Peninsula Taxpayers Association, and the Board shall appoint one member from a panel of three persons nominated by the Monterey County Association of Realtors, and
- c) Each Director shall appoint 1 member to the Panel. Appointee must reside within the District boundaries and may be associated with a community group, but does not have to officially represent any community group.
- d) Each appointee shall serve a term of two years, with terms expiring on January 1, or on the date the appointing Director vacates office as a member of the MPWMD Board of Directors, whichever shall occur first.
- e) A quorum of five (5) Panel members shall be required for an official meeting to be conducted. Action may be taken by majority vote of those Panel members present.
- f) The General Manager will serve as Chair to the Panel, for purposes of facilitating meetings. District staff will provide support to the committee as appropriate.