



AGENDA  
**Public Outreach Committee**

February 25, 2025, at 2:00 p.m. | *Virtual Meeting*

<p><b>COMMITTEE MEMBERS</b></p> <p><i>Alvin Edwards – Chair</i> <i>Karen Paull</i> <i>Rebecca Lindor</i></p> <p><i>Staff:</i> <i>David J. Stoldt, General Manager</i> <i>Stephanie Locke, Water Demand Manager</i></p>	<p><b><u>Mission Statement</u></b> 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.</p> <p><b><u>Vision Statement</u></b> Model ethical, responsible, and responsive governance in pursuit of our mission.</p> <p><b><u>Board’s Goals and Objectives</u></b> Are available online at <a href="https://www.mpwmd.net/who-we-are/mission-vision-goals/">https://www.mpwmd.net/who-we-are/mission-vision-goals/</a></p>
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Join the meeting at:

<https://mpwmd-net.zoom.us/j/82305033851?pwd=PlkcSSgtKVVfOfDebkM6yPMWneMeaX.1>

Webinar ID: **823 0503 3851** | Password: **022525** | 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](http://www.mpwmd.net)) and at 5 Harris Court, Bldg. G, Monterey, CA.

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**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 August 26, 2024
2. Adopt 2025 Committee Meeting Schedule

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

3. Status of Public Outreach Projects / WellmanAd (Verbal Report)
4. 2025 Water Conservation Class Schedule (Verbal Report)

**Suggest Items to be Placed on Future Agendas**

**Adjournment**

**Accessibility**

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](mailto:sara@mpwmd.net) or at (831) 658-5610.

**Options for Providing Public Comment**

**Submission of Written Public Comment**

Send written comments to District Office, 5 Harris Court, Building G, Monterey, CA or online at [comments@mpwmd.net](mailto: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 Tuesday, February 25, 2025. 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.

**Instructions for Connecting to the Zoom Meeting can be found at <https://www.mpwmd.net/instructions-for-connecting-to-the-zoom-meetings/>**

*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/>*

**PUBLIC OUTREACH COMMITTEE**

**ITEM: ACTION ITEM**

**1. CONSIDER ADOPTION OF AUGUST 26, 2024 COMMITTEE MEETING MINUTES**

**Meeting Date: February 25, 2025**

**From: David J. Stoldt,  
General Manager**

**Prepared By: Sara Reyes**

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**SUMMARY:** Attached as **Exhibit 1-A** are the draft minutes of the Public Outreach Committee meeting held on August 26, 2024.

**RECOMMENDATION:** The Public Outreach Committee should review and adopt the minutes by motion.

**EXHIBIT**

**1-A Draft Minutes of August 26, 2024 Public Outreach Committee Meeting**



## EXHIBIT 1-A

### **Draft Minutes Monterey Peninsula Water Management District Public Outreach Committee Monday, August 26, 2024**

#### **Call to Order | Roll Call**

Chair Eisenhart called the meeting to order at 3:00 p.m.

Committee members present: Marc Eisenhart (Chair)  
George Riley  
Alvin Edwards (Alternate), arrived at 3:10 pm

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Phil Wellman, Public Outreach Consultant with WellmanAd  
Sara Reyes, Executive Assistant/Board Clerk

District Counsel Present: Michael Laredo with De Lay and Laredo

Comments from the Public: Chair Eisenhart opened public comment; *no comments were directed to the committee.*

#### **Action Item**

##### **1. Consider Adoption of June 24, 2024 Committee Meeting Minutes**

Chair Eisenhart introduced the matter and opened public comment; no comments were directed to the committee.

A motion was made by Director Riley with a second by Director Eisenhart to approve the June 24, 2024, Committee meeting minutes. The motion passed on a roll-call vote of -2Ayes (Riley and Eisenhart), 0-Noes and 1-Absent (Edwards)

#### **Discussion Items**

##### **2. Status of Public Outreach Projects / WellmanAd**

Phil Wellman, Public Outreach Consultant with WellmanAd presented via slide-deck entitled, MPWMD Public Outreach Report / July 1 to August 26 / Completed projects and

projects in development. A copy of the presentation is available on the District website and available upon request at the District office. Mr. Wellman covered projects completed to include:

July 18 Advertising of a Flume Rebate by the following means:

- Brand Ad in the Monterey County Weekly and Carmel Pine Cone
- Newsletter
- Social Media posts on Facebook and Instagram

August 8 Advertising for Water Savings via:

- Brand Ad in the Monterey County Weekly and Carmel Pine Cone
- Newsletter
- Social Media posts on Facebook and Instagram

Summer Splash Campaign

- Held July 1 thru August 17
- Advertised in the Monterey County Weekly, Carmel Pinecone and Monterey Bay Parent
- Newsletter distribution on July 10 and August 8
- Social Media posts on July 10
- Summer Splash Results – 2024 had about the same number of participants as 2023

Website Launch

Staff are currently finalizing their review and collaborating with DeVeera, the IT consulting firm. Staff anticipates the website will be ready to launch within the next few weeks.

The Committee engaged in discussion.

**3. Discuss WateReuse “Recycled Water Customer of the Year” Award**

General Manager Stoldt reported that the California WateReuse Association has jointly designated the District and Cal-Am for their 2024 Award for Excellence in the “Recycled Water Customer of the Year” category. The award presentation will take place at the Awards for Excellence Luncheon on Monday, September 16, 2024, in Garden Grove, CA.

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

The committee discussed this future topic of interest:

- Discuss the District Response Plan to Adverse Events or News

**Adjournment**

There being no further business, Chair Eisenhart adjourned the meeting at 3:42 p.m.

/s/ Sara Reyes

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Sara Reyes, Committee Clerk  
to the Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on \_\_\_\_\_, 2025  
Received by the MPWMD Board of Directors on \_\_\_\_\_, 2025

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**PUBLIC OUTREACH COMMITTEE**

**ITEM: ACTION ITEM**

**2. ADOPT 2025 COMMITTEE MEETING SCHEDULE**

**Meeting Date: February 25, 2025**

**From: David J. Stoldt,  
General Manager**

**Prepared By: Sara Reyes**

**SUMMARY:** Shown below is a proposed committee meeting schedule for the calendar year 2025. Please review and inform Sara Reyes if you are unable to participate on any of the proposed dates. Any meeting may be canceled if there is no business for committee consideration.

**RECOMMENDATION:** The Public Outreach Committee should review and adopt the meeting schedule for 2025.

Day of Week	Date	Time
Monday	April 28, 2025	2:00 p.m.
Monday	June 23, 2025	2:00 p.m.
Monday	August 25, 2025	2:00 p.m.
Monday	October 27, 2025	2:00 p.m.
Tuesday	December 16, 2025 or Monday, December 22, 2025	2:00 p.m.