



**FINAL MINUTES**  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**

Monday, July 26, 2021 *Virtual Meeting*  
*Pursuant to Governor Newsom's Executive Orders N-29-20 and N-33-20,*  
*the meeting was conducted with virtual participation via Zoom.*

**Call to Order / Roll Call**

The virtual meeting was called to order by Chair Adams at 4:00 PM via Zoom.

Committee members present: Mary Adams - Chair  
Amy Anderson  
Safwat Malek

Committee members absent: None

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Joel G. Pablo, Executive Assistant / Board Clerk

District Counsel present: Dave Laredo, Esq. with De Lay and Laredo

TMD Consulting: Athena Morris with TMD Creative

Comments from the Public: None

**Action Items**

1. **Consider Adoption of June 28, 2021 Committee Meeting Minutes**  
**Public Comment: None**

A motion was made by Malek and second by Anderson to approve the committee meeting minutes of June 28, 2021. The motion passed on a vote of 3-Ayes (Adams, Anderson and Paull), 0-Noes and 0-Absent.

**Discussion**

2. **Update on Summer 2021 Newsletter**  
Stephanie Locke, Water Demand Manager provided the committee with an update on the Summer 2021 Newsletter noting it would lack an enticing article piece to feature and asked the committee whether or not to publish. Locke and Athena Morris with TMD Creative discussed costs, and displayed past branding ads, past newsletters, and past newspaper ads. In addition, the committee and staff discussed alternative newsletter publication methods to include the use of social media and being a feature in local area agencies newsletters to include Public Water Now, Big Sur Land Trust and the Carmel Valley Association just to name a few. The committee and district staff discussed prior outreach efforts and awareness on water conservation and its effectiveness within various industries, specifically the hospitality industry. After much deliberation, Chair Adams and the committee would like for district staff to continue placing routine branding ads in newspapers of general circulation and not do a newsletter at this time.

**Public Comments: None**

3. **Discuss LAFCO Annexation Outreach**

Dave Stoldt, General Manager informed the committee a public workshop will need to be conducted for the 58 parcels the district seeks to annex. The workshop is intended to make the property owners aware of the districts intentions and respond to any questions the property owners may have. Chair Adams suggested a potential article piece for the newsletter can touch on the decisions of LAFCo as it relates to the Measure J process. Committee members Malek and Anderson concurred with Chair Adams recommendation. Stoldt responded to the committee and stated he will work on a draft letter in response recent letters to the editor and will craft it as a guest opinion piece.

**Public Comment:** None

4. **Review Hospitality Sector Water Awareness Placard**

The committee reviewed various hospitality sector water awareness placards to include pillow card, linen card and restaurant cards printed on heavy duty plastic – table tent format. The committee via consensus asked Stephanie Locke and TMD Creative to enhance the text, imagery and insert a QR code on the printed material to allow individuals to learn more about the water conservation efforts on the Monterey Peninsula.

**Public Comment:** None

5. **View Recent Fish Rescue Video; Discuss Its Use**

Stephanie Locke, Water Demand Manager shared the district’s Fish Rescue Video with the committee members. Stoldt mentioned its use and shared content like this like would be used to share via Social Media and MailChimp.

**Public Comment:** None

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

None

**Adjournment**

Chair Adams adjourned the meeting at 5:05 PM.

/s/ Joel G. Pablo

Clerk to the MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on October 25, 2021

Received by the MPWMD Board of Director’s at their meeting on November 15, 2021