



This meeting is not subject to Brown Act noticing requirements. The agenda is subject to change.

Public Outreach Committee Members:
Marc Eisenhart, Chair
Amy Anderson
George Riley

Alternate:
Alvin Edwards

Staff Contacts:
David J. Stoldt,
General Manager

Stephanie Locke,
Water Demand Manager

Phil Wellman with
Wellman Ad, Public
Outreach Consultant

Sara Reyes,
Board Clerk

Mission Statement
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.

Vision Statement
Model ethical, responsible, and responsive governance in pursuit of our mission.

Board's Goals and Objectives
Are available online at: <https://www.mpwmd.net/who-we-are/mission-vision-goals/bod-goals/>

AGENDA
**Public Outreach Committee
of the Monterey Peninsula Water Management District**

Monday, June 24, 2024 at 3:00 p.m. [PST]

Join the Virtual Meeting at:

<https://mpwmd-net.zoom.us/j/88474438050?pwd=E0ZA1DEzOHD4j9LyONvaBjhiBEjzL1>

Or access the meeting at: <https://zoom.us/>

Webinar ID No.: 884 7443 8050

Webinar Password: 062424

Participate by phone: (669) 900-9128

For detailed instructions on connecting to the Zoom meeting see page 2 of this agenda.

Call to Order / Roll Call

Comments from the 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 on all Action Items. Please limit your comments to three minutes in length.*

1. Consider Adoption of April 29, 2024 Committee Meeting Minutes

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. Board participation with District staff at community events (*Verbal Report*)
4. Suggest Items to be Placed on a Future Agenda

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. Submit requests at least 48 hours prior to the scheduled meeting date/time to Sara Reyes, Board Clerk by e-mail at sara@mpwmd.net or at (831) 658-5610.

Provide Public Comment at the Meeting

Attend via Zoom: See below “Instructions for Connecting to the **Zoom Meeting**”

Submission of Public Comment via E-mail

Send comments to comments@mpwmd.net with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or “PUBLIC COMMENT – ORAL COMMUNICATIONS.” Staff will forward correspondence received to the Board. Correspondence is not read during public comment portion of the meeting. However, all written public comment received becomes part of the official record of the meeting and placed on the District’s website as part of the agenda packet for the meeting.

Submission of Written Public Comment

All documents submitted by the public must have no less than one (1) copy to be received and distributed by the **Clerk** prior to the Meeting.

Document Distribution

In accordance with Government Code §54957.5, any materials of public record relating to an agenda item for a meeting of the Board of Directors that are provided to a majority of the members less than 72 hours before the meeting will be made available at the **District Office, 5 Harris Court, Building G, Monterey, CA**, during normal business hours. Materials of public record that are distributed during the meeting shall be made available for public inspection at the meeting if prepared by the Board or a member of its legislative/advisory body, or the next business day after the meeting if prepared by some other person.

Instructions for Connecting to the **Zoom Meeting**

The public may remotely view and participate in the meeting to make public comment by computer, by phone or smart device.

Please log on or call in as early as possible to address any technical issues that may occur and ensure you do not miss the time to speak on the desired item. Follow these instructions to log into Zoom from your computer, smart device or telephone. (Your device must have audio capability to participate).

Join the Virtual Meeting at:

<https://mpwmd-net.zoom.us/j/88474438050?pwd=E0ZA1DEzOHD4j9LyONvaBjhiBEjzI.1>

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1. Use the “raise hand” function to join the queue to speak on the current agenda item when the Chair calls the item for Public Comment.

COMPUTER / SMART DEVICE USERS: You can find the raise hand option under your participant name.

TELEPHONE USERS: The following commands can be entered using your phone’s dial pad:

- *6 – Toggle Mute / Unmute
- *9 – Raise Hand

2. Staff will call your name or the last four digits of your phones number when it is your time to speak.
3. You may state your name at the beginning of your remarks for the meeting minutes.
4. Speakers will have up to three (3) minutes to make their remarks. *The Chair may announce and limit time on public comment.*
5. You may log off or hang up after making your comments.

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

1. CONSIDER ADOPTION OF THE APRIL 29 COMMITTEE MEETING MINUTES

Meeting Date: June 24, 2024

From: David J. Stoldt,
General Manager

Prepared By: Sara Reyes

SUMMARY: Exhibit 1-A are draft minutes of the April 29, 2024 committee meeting for review and consideration for approval.

RECOMMENDATION: The committee should review and approve the draft meeting minutes by motion.

EXHIBITS

1-A Draft Minutes of the April 29, 2024 Committee Meeting



EXHIBIT 1-A

**Draft Minutes
Monterey Peninsula Water Management District
Public Outreach Committee
Monday, April 29, 2024**

Call to Order | Roll Call

Chair Eisenhart called the meeting to order at 3:03 p.m.

Committee members present: Marc Eisenhart – Chair
Amy Anderson
George Riley

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: David Laredo with De Lay and Laredo
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 February 20, 2024 Committee Meeting Minutes

Chair Eisenhart introduced the matter and opened public comment; no comments were directed to the committee. Sara Reyes, Executive Assistant/Board Clerk reported two corrections to the draft minutes. The Committee discussed and agreed on the changes.

Correction 1:

Call to Order | Roll Call

Chair Eisenhart ~~Riley~~ called the meeting to order at 3:03 p.m.

Correction 2:

District staff members present: Sara Reyes, Executive Assistant/Board Clerk ~~Sr.~~
~~Office Specialist~~

A motion was made by Director Anderson with a second by Director Riley to approve

the February 20, 2024, Committee meeting minutes. The motion passed on a roll-call vote of 3-Ayes (Riley, Anderson and Eisenhart) and 0-Noes.

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 / April 29, 2024. 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:

1. March Newsletter and social media posts highlighting Landscape Webinars
2. March Newsletter and Branding Ads highlighting Fix A Leak Week
3. April distribution of MPWMD 2023 Annual Report in Monterey County Weekly
4. April Newsletter, Branding Ads, and social media posts highlighting Earth Day

Committee discussion ensued.

3. Follow-Up on Annual Report Distribution

General Manager Stoldt presented this item and discussed the possibility of distributing the 2024 Annual Report in the Carmel Pine Cone next year. Committee discussion ensued.

4. Consider Contract for FY 2024-25 Outreach Services

Chair Eisenhart introduced this item. The Committee discussed and expressed support for the draft agreement with WellmanAd for FY 2024-25.

5. Suggest Items to be Placed on a Future Agenda

Chair Eisenhart suggested the possibility of Board members attending and assisting at community events that District staff are participating in as an opportunity to take photos to highlight Board members. Director Eisenhart requested a status update for this issue at the next Public Outreach Committee meeting.

Adjournment

There being no further business, Chair Eisenhart adjourned the meeting at 4:01 p.m.

/s/ Sara Reyes

Sara Reyes, Committee Cler
to the Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on _____, 2024
Received by the MPWMD Board of Director's on _____, 2024