



**Final 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

Sara Reyes, Committee Clerk
to the Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on February 25, 2025
Received by the MPWMD Board of Directors on March 17, 2025