



**Final Minutes
Monterey Peninsula Water Management District
Public Outreach Committee
Tuesday, February 20, 2024**

Call to Order | Roll Call

Chair Eisenhart called the meeting to order at 3:00 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

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

Action Item

1. Consider Adoption of August 28, 2023 Committee Meeting Minutes

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

A motion was made by Anderson with a second by Riley to approve the August 28, 2023, Committee Meeting Minutes. The motion passed on a roll-call vote of 2-Ayes (Anderson and Riley), 0-Noes, and 1-Abstention (Eisenhart).

Discussion Items

2. Adopt 2024 Public Outreach Committee Meeting Schedule

Director Eisenhart introduced the matter and opened public comment; *no comments were directed to the committee.* Director Riley offered a motion to adopt the 2024 meeting schedule. Director Anderson seconded the motion. The motion passed on a roll-call vote of 3-Ayes (Riley, Anderson and Eisenhart), 0-Noes, and 0-Absent.

3. Status of Public Outreach Projects / WellmanAd

Phil Wellman, Public Outreach Consultant with WellmanAd presented via slide-deck

entitled, MPWMD Public Outreach Report / February 20, 2024. A copy of the presentation is available online on the District website and available upon request at the District office. Mr. Wellman covered projects completed to include:

1. Branding Ads in the Monterey County Weekly and Carmel Pinecone to highlight District staff at work
2. Newsletter mailing to highlight and build awareness of ASR staff
3. Social Media to build up followers
4. 2023 Annual Report

Mr. Wellman also provided an update on the District's website redesign project and shared images of the new web pages. Committee discussion ensued.

4. Review Draft of 2023 Annual Report

General Manager Stoldt provided an overview of this item and asked for edits and changes from the committee. Committee discussion ensued.

5. Discuss Delivery Options for Annual Report

General Manager Stoldt presented the matter, provided an overview, and announced Erik Cushman, Publisher for the Monterey County Weekly, was present and would be speaking on this issue. Mr. Cushman discussed various aspects of the Weekly and answered questions from the committee. Committee discussion ensued.

6. Suggest Items to be Placed on a Future Agenda

None

Adjournment

There being no further business, Chair Eisenhart adjourned the meeting at 4:15 p.m.

/s/ Sara Reyes

Sara Reyes, Committee Clerk to the
MPWMD Public Outreach Committee

Approved by the MPWMD Public Outreach Committee on April 29, 2024

Received by the MPWMD Board of Director's on May 20, 2024