



**Final Minutes**  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
**Monday, June 24, 2024**

**Call to Order | Roll Call**

General Manager David Stoldt called the meeting to order at 3:08 p.m.

Committee members present: Amy Anderson (arrived at 3:10 p.m.)  
George Riley  
Alvin Edwards (Alternate)

Committee members absent: Marc Eisenhart – Chair

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: General Manager Stoldt opened public comment; *no comments were directed to the committee.*

**Action Item**

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

General Manager Stoldt 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 Edwards to approve the April 29, 2024, Committee meeting minutes. The motion passed on a roll-call vote of 2-Ayes (Riley and Edwards), 0-Noes and 1-Absent (Anderson).

**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 / June 24, 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:

- May Newsletter in print and social media posts highlighting Pure Water Monterey (PWM) Expansion
- May Branding Ads highlighting PWM
- May Press Release titled “Pure Water Monterey Expansion Project Reaches Final Milestone on the Road to a Sustainable Peninsula Water Supply”
- June Newsletter, Branding Ads, and social media posts highlighting Rainwater from the Carmel River injected into the Seaside Groundwater Basin
- Summer Splash Campaign in print and social media posts
- Website Redesign

Committee discussion ensued.

**3. Board Participation with District Staff at Community Events**

General Manager Stoldt reported this was an item requested by Director Eisenhart. As a response to his request, staff will identify the events District staff participates in and provide this information to the committee.

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

- Filing a petition for modification of the Cease and Desist Order

**Adjournment**

There being no further business, General Manager Stoldt adjourned the meeting at 3:58 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 August 26, 2024  
Received by the MPWMD Board of Directors on September 16, 2024