

FINAL MINUTES  
**Monterey Peninsula Water Management District**  
**Public Outreach Committee**  
*April 12, 2017*

**Call to Order**

The meeting was called to order at 3:35 pm in the Water Management District conference room.

Committee members present: Brenda Lewis - Chair  
Molly Evans  
David Pendergrass

Committee members absent: None

District staff members present: David Stoldt, General Manager  
Arlene Tavani, Executive Assistant

Others present: Steve Thomas, Thomas Brand Consulting

**Comments from the Public:** No comments presented.

**Action Items**

- 1. Consider Adoption of November 30, 2015, March 8, 2016 and April 6, 2016 Committee Meetings**  
On a motion by Evans and second of Lewis, minutes of the three committee meetings were approved on a vote of 3 – 0 by Evans, Lewis and Pendergrass.
- 2. Consider Development of Recommendation to the Board of Directors re Adoption of 2016 MPWMD Annual Report**  
Evans offered a motion that was seconded by Lewis to recommend that the Board of Directors approve the Annual Report text with the header shown on Exhibit B. The motion was adopted on a vote of 3 – 0 by Evans, Lewis and Pendergrass.

**Discussion Items**

- 3. Discuss Plan for Providing Regularly Scheduled Updates to the Public**  
Steve Thomas presented a PowerPoint titled MPWMD Outreach Activities Review July 2016 – March 2017, which included a plan for future initiatives and the associated cost. He also reviewed a document titled Group Report that analyzed the success of MPWMD outreach activity across social networking platforms. Stoldt distributed a document titled Regular Public Outreach Messaging that listed topics that could be covered in monthly radio and newspaper reports to the public. The committee discussed the proposed outreach plans and indicated support for a \$50,000 budget that would cover publication of print ads/articles on a monthly basis, and airing quarterly radio advertisements. It was also suggested that Spanish language radio stations be incorporated into the plan. Pendergrass departed from the meeting at 4:30 pm. Thomas reviewed a technical abstract titled Sometimes Backwards is Better that was presented at the WaterReuse California Annual Conference on March 21, 2017, and included the video he

produced for the Pure Water Monterey Project’s Public Outreach and Education Award that was presented at the same conference.

**Schedule Next Meeting Date**

No meeting scheduled.

**Adjournment**

The meeting was adjourned at 4:55 pm.

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