



**EXHIBIT 18-B**

FINAL MINUTES  
**Monterey Peninsula Water Management District  
Public Outreach Committee  
July 25, 2019**

**Call to Order**

The meeting was called to order at 4:04 pm in the Water Management District conference room.

Committee members present: Jeanne Byrne, Chair  
Molly Evans  
Alvin Edwards

District staff members present: David Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Sara Reyes, Sr. Office Specialist

Others present: Steve Thomas, Thomas Brand Consulting

**Comments from the Public:** No comments were directed to the committee.

**Action Items**

- 1. Consider Adoption of June 27, 2019 Committee Meeting Minutes**  
On a motion of Director Evans and second by Director Edwards , the minutes of June 27, 2019 were approved as presented on a vote of 3 – 0 by Evans, Edwards and Byrne.

**Discussion Items**

- 2. Discuss Outreach Priorities for FY 2019-2020**  
Steve Thomas gave a presentation to the committee and reviewed strategies to reach a larger group of residents through various television, radio, print, social media and internet platforms. There was consensus to support the plan presented. Mr. Thomas reported that the committee could review advertising language at its next meeting.

**Adjournment**

The meeting was adjourned at 4:58 pm.

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