

EXHIBIT 2-D

From: [Phil Wellman](#)
To: [Stephanie Locke](#)
Subject: Wellman Proposal
Date: Wednesday, July 15, 2020 3:27:30 PM
Attachments: [WellmanAd Proposal.pdf](#)

Hi Stephanie,

The digital proposal is attached. Please visit our website to see a wide range of work.

<http://www.wellmanad.com>

The printed version at the front door contains select printed samples.

Thanks, Phil

WELLMANAD

Strategic Brand Marketing & Advertising

26235 Atherton Place
Carmel, CA 93923

831.626.0466

Website: <http://www.wellmanad.com>

Qualifications Proposal

PUBLIC OUTREACH / RELATIONS CONSULTANT

July 15, 2020

Monterey Peninsula Water Management District
5 Harris Court, Building G
Monterey, CA 93940

July 15, 2020

Monterey Peninsula Water Management District
5 Harris Court, Building G
Monterey, CA 93940

Dear MPWMD Board Members and Staff,

I've lived and worked on the Monterey Peninsula for over thirty years and bring a wealth of local connections and resources to this proposal. Since 2014 I've been interested and deeply involved in the water issues on the Peninsula.

WellmanAd was hired by Public Water Now in 2018 to develop and execute the Measure J Campaign. We challenged Cal Am's \$3 million attack with a \$160,000 budget. Working with PWN's extensive grass roots effort, Measure J won by 12 points.

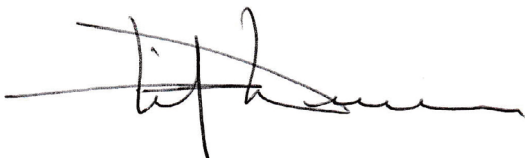
With the passage of Measure J and the Monterey Peninsula Water Management District Feasibility Report in 2019, the Peninsula and the District are ready to move forward with the steps necessary to complete the Cal Am buyout.

This next year will be crucial to our community's water future. Your agency will play a new and critical leadership role. WellmanAd is uniquely qualified to help you in this transition by providing the kind of clear messaging and outreach that is only possible as a result of a deep understanding of the issues involved and the needs of the community.

Our collective success relies on effective teamwork and I look forward to working with your staff and many of your board members with whom I have enjoyed working in the past.

My proposal to take responsibility for MPWMD's public outreach and public relations follows.

Thank You,

A handwritten signature in black ink, appearing to read 'Phil Wellman', with a long horizontal line extending to the left.

Phil Wellman

EXHIBIT 2-D

WHO WE ARE

WELLMAN AD

26235 Atherton Place, Carmel, CA 93923

<http://www.wellmanad.com>

Full Service Advertising Agency / Founded 1990

Strategic Marketing Plans

Branding & Logos

Website Design

Digital & Print Advertising

Social Media

Online Video Content

TV Spots / Documentaries

Public Relations: Press Releases, Op Eds

Listserves: Mail Chimp / Constant Contact

Print: Brochures, Mailers, Newsletters, etc.

Events / Large Project Management

Phil Wellman – President, Marketing Strategist, Creative Director, Designer

Scott White – Social Media / Web Development

Tam Communications – Video: TV, Mobile, Web Content

WHAT WE STAND FOR

There's a creative solution for every challenge.

Communicating those solutions clearly is essential. Do you have a strategic messaging plan in place that will alert the community to your plans and actions, and respond to their concerns? Are all forms of outreach including social media, website, and email strategy aligned? Do you have an ad campaign in place to remind them why you can be trusted?

We can help.

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RECENT CLIENTS

Work examples - visit <http://www.wellmanad.com>

Sierra Instruments – Monterey, CA (2006 to present)
Global Manufacturer, Distributor – Mass Flow Measurement Instruments
Branding / Marketing / Advertising / Design

“WellmanAd is so much more than your everyday agency! We have benefited enormously from having Phil as an integral part of our team for over a decade. My company gets the whole package with his team—Great advertising and design as well as branding expertise that drives our strategic direction as a company. Phil is a primary contributor to our strategic positioning in global markets and a key reason we have grown to be the leading company in our industry.”

— **Matthew Olin, CEO, Sierra Instruments**

Monterey Jazz Festival – Monterey, CA (2003-2018)
World Renowned Jazz Festival
Branding / Marketing / Advertising / Creative Direction / Design

“Phil has been a great asset to the Monterey Jazz Festival team. His creativity, professionalism and strategic thinking helped lead the Monterey Jazz Festival in its journey to become one of the world’s great music events.”

— **Tim Jackson, Artistic Director, Monterey Jazz Festival**

“For 15 years Phil was a creative force behind Monterey Jazz Festival’s strong brand identify. Endlessly curious, Phil is continuously learning about new technologies and marketing trends to strategically apply a modern approach to a marketing campaign.”

Phil is a big thinker who knows how to build a strong brand identity.

— **Colleen Bailey, Executive Director, Monterey Jazz Festival**

Adam Bolaños Scow for Congress – Watsonville, CA (2020)
Campaign for U.S. Congress (Primary)
Branding / Marketing / Advertising / Design / Social Media / Public Relations

“Phil was invaluable to us during my congressional campaign in which he oversaw the development and execution of all of our outreach and public relations. Phil is a true professional and his work is top notch.”

— **Adam Bolaños Scow, Environmental Advocate**

City of Marina (Layne Long) – Marina, CA (2019)
Mailer – Alerted Community to Coastal Commission Meeting - Very successful
Marketing / Design

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Hitchcock Farms – Salinas, CA (2006-2019) – Formerly Boggiatto Produce
Produce Grower and Shipper
Marketing / Advertising / Design

Public Water Now – Monterey, CA (2018)
Measure J Campaign – Won by 12 points
Marketing / Advertising / Design / Social Media / Public Relations

“WellmanAd is wonderfully skilled and has brought considerable enthusiasm to the challenge of developing and executing a strategic and highly-effective media campaign. Much of the credit for our remarkable victory belongs to them.”

— **George Riley, Director, Public Water Now**

George Riley – Monterey, CA (2018)
MPWMD Board Seat – Won by 10 points
Marketing / Advertising / Design

Bruce Delgado – Marina, CA (2018)
Marina Mayors Race – Won by 12 points
Marketing / Advertising / Design

“What a blast of fresh air and positive, talented spirit WellmanAd brought to our campaign! They really came through every time we needed them.”

— **Bruce Delgado, Mayor of Marina, California**

Monterey Salinas Transit – Monterey, CA (2013-2017)
Jazz Bus Rapid Transit Project – National First Place Award Winner
Concept / Branding / Design / Project Management / Marketing / Advertising

Monterey Salinas Transit – Monterey, CA (2018)
Real Time App Campaign – National Grand Award Winner
Branding / Marketing / Advertising / Design

“WellmanAd has truly taken MST to the next level with two marquee projects. With our Jazz-themed bus rapid transit project, WellmanAd excelled in taking our unique and innovative vision from concept to reality, ultimately creating an unparalleled multi-media branding program that won a national first place award from the American Public Transportation Association (APTA).

“And, just last year, WellmanAd led the creative team once again for the promotional campaign for “MST Real-Time”, a system that enables customers to track their bus via text, phone, app and maps. This time, we won the National Grand Award from APTA!”

— **Hunter Harvath, Asst. General Manager, Monterey Salinas Transit**

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STRATEGIC PLANNING

We recommend both annual and monthly planning with Staff and the Public Outreach Committee to identify objectives and strategies. Tactics would be selected and budgeted for in a monthly plan.

From initial project research to execution and delivery, we look forward to working closely with you to enhance your relationship with the community, accomplish a successful buyout and achieve your ongoing goals. We are excited to explore fresh ideas of all kinds as MPWMD expands its role.

MONTHLY RETAINER

\$3,000 (22 hrs) to \$4,000 (30 hrs)

- Fee depends on the quantity of work required

Time invested at \$135 per hour

- Standard agency non-profit rate is \$175 per hour – Discounted for MPWMD

Outside services would be invoiced separately – Printing, Mailing, Advertising Placement, etc.