



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

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Board of Directors
Community Outreach Committee Meeting
Marina Coast Water District
11 Reservation Road, Marina, California

Date: November 12, 2019
Time: 6:30 p.m.
Location: MCWD Board Room, 11 Reservation Road

Committee Members

Herbert Cortez
Matt Zefferman

Agenda

This meeting has been noticed according to the Brown Act rules. The Committee will receive information on, discuss and consider making recommendations to the MCWD Board on the items contained in this agenda.

1. Call to Order
2. Public Comment on any item Not on the Agenda *Anyone wishing to address the Committee on matters not appearing on the Agenda may do so at this time. Please limit your comment to four minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Committee.*
3. Approve the Draft Minutes for the September 10, 2019 Meeting
4. Discuss the Addition of the Social Media Policy to the Board Procedures Manual
5. Discuss a Policy on Outreach Regarding Key Lawsuits and Key Public Topics
6. Receive an Update on the Public Education and Outreach Efforts
7. Identify Agenda Items for the Next Committee Meeting
8. Committee Member Comments
9. Adjournment

Next Meeting: December 10, 2019 at 6:30 p.m., 11 Reservation Road, Marina

Draft Minutes
Community Outreach Committee Meeting

September 10, 2019

1. Call to Order:

The September 10, 2019 meeting was called to order at 6:43 p.m. by Director Cortez. In attendance were:

- Committee members: Director Cortez and Director Zefferman
- Staff: Keith Van Der Maaten and Paula Riso
- Public members: None

2. Public Comments on Any Item Not on the Agenda:

There was no public comment.

3. Approve the Draft Minutes of the August 14, 2019 Meeting:

On motion by Director Cortez, seconded by Director Zefferman, the minutes were unanimously approved.

4. Discuss District Well 11 Site and Landscaping Issues:

Mr. Van Der Maaten noted that District staff will continue routine maintenance of the site.

5. Receive an Update on the Public Education and Outreach Efforts:

Mr. Van Der Maaten gave an update on the status of Public Education and Outreach Efforts:

- MPWSP Outreach – working on briefing book for Coastal Commission staff to include expanded demand analysis, shared pipeline analysis, CDP denial analysis, ESHA and Coastal Access analysis, and water rights. Coordinating outreach with Just Water and others to focus on the November Coastal Commission meeting.
- News Bureau – staff issued a press release regarding our lawsuit challenging the County. Staff responded to news stories following the Supreme Court decision. A letter was submitted to the Department of Water Resources regarding Castroville Community Services District’s misstatements about MCWD.
- Outreach Meetings to Other Jurisdictions – presented at the City of Seaside Water Forum. Staff will meet with UCMEST to get them involved in the service agreement process.
- Discussion on Strategy for new Outreach, Education, Lobby, Media Relations Contract – this is on hold for now but will revisit next budget cycle. Director Cortez suggested receiving updates on key lawsuits and messaging regarding key public topics. Director Zefferman discussed comments made on Next Door and the need to monitor them.
- Outreach Regarding “Drought Tolerant Garden” Complaint (Well 11) – staff will maintain the site from now on.

5. Identify Agenda Items for the Next Committee Meeting:

The same items will be discussed and updated. The next meeting is scheduled for November 12th at 6:30 p.m.

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6. Committee Member Comments:

Director Zefferman thanked staff for the information.

7. Adjournment:

Meeting adjourned at 7:23 p.m.