

Minutes  
Community Outreach Committee Meeting

March 12, 2019

1. Call to Order:

The March 12, 2019 meeting was called to order at 6:37 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 February 12, 2019 Meeting:

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

4. 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 – met with the Coastal Commission’s Executive Director and key staff to educate and promote Pure Water Monterey Expansion for Cal Am. Meeting with Lt. Gov later in month.
- News Bureau – nothing new to report.
- Outreach Meetings to Other Jurisdictions – sent out letters to each Land Use Jurisdiction (LUJ) and scheduled to meet with City of Monterey in April. Still working on other LUJ’s.
- Discussion on Strategy for new Outreach, Education, Lobby, Media Relations Contract – items to discuss that may be needed from a new contract for Outreach Consultant: 1) rebranding District following annexation; 2) lobbying at State/Federal for permits for supply projects; 3) social media presence, importance, and who is best to do it; 4) general media outreach (traffic impacts or responses to articles); 5) other needs.

5. Identify Agenda Items for the Next Committee Meeting:

The same items will be discussed and updated. The next meeting is scheduled for April 9th at 6:30 p.m.

6. Committee Member Comments:

Director Zefferman thanked staff for the information.

7. Adjournment:

Meeting adjourned at 7:34 p.m.