

Minutes
Community Outreach Committee Meeting

April 9, 2019

1. Call to Order:

The April 9, 2019 meeting was called to order at 7:08 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 March 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 Lt. Gov and will be making public comment to Coastal Commission. Meeting with Congressman Panetta, and the Governor’s office in April.
- News Bureau – working on news release for next AEM flight to be done April 23rd.
- Outreach Meetings to Other Jurisdictions –scheduled to meet with City of Monterey in April. Met with Del Rey Oaks and Seaside.
- Discussion on Strategy for new Outreach, Education, Lobby, Media Relations Contract – nothing new to report other than FORA Admin Committee support the concept of “rebranding” as an important step in moving forward through annexation and FORA transition.

5. Identify Agenda Items for the Next Committee Meeting:

The same items will be discussed and updated. The next meeting is scheduled for May 14th at 6:30 p.m.

6. Committee Member Comments:

Director Zefferman thanked staff for the information.

7. Adjournment:

Meeting adjourned at 7:43 p.m.