



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: April 9, 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 March 12, 2019 Meeting
4. Receive an Update on the Public Education and Outreach Efforts
5. Identify Agenda Items for the Next Committee Meeting
6. Committee Member Comments
7. Adjournment

Next Meeting: May 14, 2019 at 6:30 p.m., 11 Reservation Road, Marina

Draft 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.