

Minutes
Community Outreach Committee Meeting

August 14, 2019

1. Call to Order:

The August 14, 2019 meeting was called to order at 6:58 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 July 9, 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 has trimmed up the site and is waiting on quotes for continued maintenance of the site.

5. Review and Discuss the Water Conservation Commission's Request to Share the Central Coast Long-Term Environmental Assessment Report on the District Website Along with an Environmentally Conscious Message and Billing Insert Regarding Wastewater Toxins:

Mr. Breen explained the request came from the Commission with their recommendation that the District have a link on the website to the Central Coast Long-Term Environmental Assessment Report and to create an environmentally conscious message on the bill or a billing insert regarding wastewater toxins. Discussion followed. The Committee recommended reaching out to Monterey One Water (M1W) and having them pursue the issue, then putting a link on the District's website directing people to M1W website.

6. 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 – continuing to work with the City, Public Water Now and Citizens for Just Water to strategize about outreach and meetings with various politicians.
- News Bureau – there will be a presentation from LAFCO at the next Board meeting which will initiate the outreach process.
- Outreach Meetings to Other Jurisdictions – met with all jurisdictions and will continue to meet to get service agreements in place and to address the Seaside County Sanitation District/South Boundary Road service issues.

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- Discussion on Strategy for new Outreach, Education, Lobby, Media Relations Contract – completed job description and finishing up salary analysis to bring to the Board in September for a Public Communications Administrator.
- Outreach Regarding “Drought Tolerant Garden” Complaint (Well 11) – staff trimmed up the site to remove fire, trash, and potential homeless camping issues. Working on getting quotes for ongoing maintenance. Took down old sign.

5. Identify Agenda Items for the Next Committee Meeting:

The same items will be discussed and updated. The next meeting is scheduled for September 10th at 6:30 p.m.

6. Committee Member Comments:

Director Zefferman thanked staff for the information.

7. Adjournment:

Meeting adjourned at 7:48 p.m.