

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 UCMBEST 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.

Community Outreach Committee
September 10, 2019
Page 2

6. Committee Member Comments:

Director Zefferman thanked staff for the information.

7. Adjournment:

Meeting adjourned at 7:23 p.m.