



Marina Coast Water District

Minutes

Community Outreach Committee Meeting

June 1, 2021

1. Call to Order:

The June 1, 2021 meeting was called to order at 3:34 p.m. by Director Cortez. In attendance via Zoom teleconference were:

- Committee members: Director Cortez and Director Zefferman
- Staff: Remleh Scherzinger, Patrick Breen and Paula Riso
- Public members: Paula Pelot

2. Public Comments on Any Item Not on the Agenda:

There was no public comment.

3. Approve the Draft Minutes of the May 4, 2021 Meeting:

Director Zefferman made a motion to approve the minutes of May 4, 2021. Director Cortez seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

4. Receive an Update on the May 12th Town Hall Meeting:

Mr. Scherzinger gave a brief update and said that the District has been receiving feedback saying the meeting went well. Director Zefferman agreed that the meeting went well, and these types of meetings are helpful to the customers in understanding what the District does and should continue to hold these types of meetings in the future.

5. Discuss 2021 Drought Activities and Outline of Conservation Activities:

Mr. Breen informed the Committee that the District continues to be in Stage 2 drought, which is voluntary and a 20% reduction of water use. He added that email blasts are periodically sent out to remind customers of limited watering days and encourage water reduction. Mr. Scherzinger stated that Monterey County is still in good standing and continuing business as normal, and not on the Governor's list which is mainly focusing on northern California.

6. Discuss Inventory of the District's Marketing Tools:

Mr. Scherzinger explained that the District uses email blasts, a Public Relations (PR) firm, and has several social media platforms being maintained in-house. Director Zefferman suggested that the District look at the cost-effectiveness of having a PR firm if staff must do most of the work preparing the information for them. Mr. Scherzinger suggested an option was to look at hiring a part-time employee by contracting with a PR firm and having one of their employees dedicated to work with the District. Director Cortez stated that he would like the District to be more proactive instead of reactive and to push the theme of public water.

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7. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger suggested bringing back updates on the drought, and Public Relations.

8. Committee Member Comments:

Director Zefferman thanked staff for their hard work and keeping the Board informed.

9. Adjournment:

Meeting adjourned at 4:12 p.m.