



Marina Coast Water District

Minutes Community Outreach Committee Meeting

August 3, 2021

1. Call to Order:

The August 3, 2021 meeting was called to order at 3:37 p.m. by Director Cortez. In attendance via Zoom teleconference were:

- Committee members: Director Cortez and Director Zefferman
- Staff: Remleh Scherzinger 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 July 13, 2021 Meeting:

Director Cortez made a motion to approve the minutes of July 13, 2021. Director Zefferman seconded the motion. The minutes were approved by a vote of 2-Ayes (Cortez, Zefferman), 0-Noes, and 0-Absent.

4. Discuss Public Relations and District Forums:

Mr. Scherzinger noted that the Request for Proposals for Public Relations Firms was ready to go and once the vendor list was ready, it will be sent out. He mentioned that the proposed firm would go to the Board in October for discussion. The Committee discussed how to engage the public with messages targeted toward District actions. When discussing District Forums, Director Zefferman suggested when planning for the next Community Forum, the District have a message ready to go first and to keep the message focused. Mr. Scherzinger suggested holding a forum to discuss the District's strategic plan. Director Cortez commented that a forum should be a way to initiate engagement with the public and then circle around and go into more detail on things like drought, strategic plan, and A1/A2 tanks.

5. Identify Agenda Items for the Next Committee Meeting:

Director Zefferman commented that he had tried to watch previous meeting videos and they were not available on Access Monterey Peninsula. He asked if there was a way for the District to get those videos and host them on the District website or on YouTube. Mr. Scherzinger stated that staff could bring back some options for discussion. Director Cortez asked about how the State Funds would cover delinquent accounts. Mr. Scherzinger answered that staff was keeping track of the State's process to help fund delinquent accounts.

6. Committee Member Comments:

Director Zefferman and Director Cortez thanked staff for pulling the information together.

7. Adjournment:

Meeting adjourned at 4:02 p.m.