

Committee Members

City of Seaside
Ian Oglesby – Chair

Coastal Subarea Landowner
Paul Bruno

Monterey Peninsula Water
Management District
Alvin Edwards

Laguna Seca Subarea Landowner
John Gaglioti

SEASIDE GROUNDWATER BASIN WATERMASTER

PUBLIC AWARENESS COMMITTEE

MEETING AGENDA

TUESDAY, JANUARY 28, 2025 at 10:00 AM HYBRID

City Hall, City of Sand City

1 Pendergrass Way, Sand City, CA 93955 and

To access the meeting virtually, please click on the Zoom link or copy/paste it into your browser:
<https://us02web.zoom.us/j/88501662699?pwd=4pD7BtN0pzSZ5fR2YmdjWRVGxaEkca.1>

Meeting ID: 885 0166 2699 Passcode: 616446

If your computer does not have audio, you can join the meeting via phone. To participate via phone, please call:
408 638 0968 US (San Jose) • 669 444 9171 US • 669 900 6833 US (San Jose)

If you would like to comment on any item on the Agenda or any item not on the Agenda, please submit those in writing to our office or via email at watermasterseaside@sbcglobal.net by 10 a.m. on the day before the PAC meeting. All submitted written comments will be provided to the Board and you may also comment during the meeting.

1. Call to Order

2. Roll Call

3. General Public Comments: Members of the public may comment on matters within the jurisdiction of the agency that are not on the agenda. Comments on agenda items should be held until the items are reached. Meeting comments may be submitted by clicking "Raise Hand" in Zoom controls. Comments that are emailed during the meeting and prior to/during public comments on the item will be read into the record and must be limited to 300 words/2 minutes. The Chair may limit the public comment period depending on meeting time constraints. Written comments on agenda items may be emailed to watermasterseaside@sbcglobal.net prior to the meeting and will be included in the public record. Please include the agenda number and topic in the subject line.

4. Provide Staff Direction on Format and Spokesperson for Watermaster Public Presentations

5. Other Business

6. Adjournment to Next Meeting to be Held on February 25, 2025

If requested, the agenda and documents in the agenda packet shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof.

SEASIDE GROUNDWATER BASIN WATERMASTER

**Item 4.
1/28/25**

TO: Public Awareness Committee (PAC)

FROM: Laura Paxton, Administrative Officer (AO)

DATE: January 28, 2025

SUBJECT: Provide staff direction on format and spokesperson for Watermaster public presentations

RECOMMENDATIONS:

It is recommended that the committee provide staff direction on format and spokesperson for Watermaster public presentations.

BACKGROUND:

The Watermaster Public Awareness Committee (PAC) last met on December 13, 2022. At the November 6, 2024 Watermaster Board meeting, there was consensus to revitalize the PAC and schedule a meeting in 2025.

The committee at its June 14, 2022 meeting concurred that the approach of the presentation would be to give the public an understanding of at least:

- What the basin is and where it is located
- The Basin’s integral part in supplying water Peninsula-wide
- The threat to the Basin of seawater intrusion
- Inter-dynamics of the threat and other subbasins

DISCUSSION:

Staff recently met and felt the interest of Watermaster in protecting the Basin should be conveyed professionally first to governmental agencies that are currently making decisions that ultimately affect the Seaside Basin’s sustainability, positively or negatively. Since key decisions that will affect the Basin are currently being made by groundwater sustainability agencies and water agencies, or about to be made in early spring by the Public Utilities Commission, staff further felt that Watermaster should begin speaking to these agencies as soon as possible.

Since the position of Watermaster Spokesperson requires extensive and somewhat esoteric knowledge of the plight of water throughout the County, Staff felt filling the position would be a “sole source” endeavor. As such, liberty was taken to present for your consideration Kevin Dayton’s CV. Mr. Dayton is the person staff feels is most knowledgeable about the Basin and its condition, threats, and demands, as well as water situations and projects throughout the County.

The committee is requested to discuss/provide direction to staff whether to move forward with developing such a spokesperson presentation and come back at the next meeting with a public awareness campaign roll-out plan.

ATTACHMENT: Kevin Dayton CV

January 6, 2025

Ms. Laura Paxton
Administrative Officer
Seaside Groundwater Basin Watermaster
PO Box 51502
Pacific Grove, CA 93950

Re: Seaside Groundwater Basin Watermaster Public Awareness Program

Dear Ms. Paxton:

In response to your inquiry, I would be interested in a contractual arrangement with the Seaside Groundwater Basin Watermaster to fulfill directives of its Board of Directors and its Public Awareness Committee.

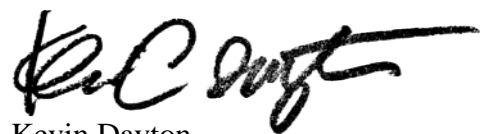
I am familiar with the Seaside Groundwater Basin and its relationship to Monterey County water agencies and projects. I am familiar with the origins, purpose, progress, and challenges of the Watermaster. I am also aware of Watermaster concerns about seawater intrusion and leakage from the Seaside Groundwater Basin into other subbasins. I think those concerns are valid.

There is a woeful lack of public awareness about how the Seaside Groundwater Basin stores and provides water for Monterey Peninsula water users. I have been surprised at the number of Monterey Peninsula residents who believe their drinking water comes from the aqueducts and reservoirs of the California Water Project. People do not truly understand why “Water is Precious on the Central Coast.”

The Public Awareness Committee could play an important role in informing local water customers about the sources of their water and the potential threats to their water supply. I am skilled and experienced in the verbal and written expression of complicated public policy issues in ways that ordinary people can understand.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Dayton", written in a cursive style.

Kevin Dayton

KEVIN DAYTON

████████████████████
MONTEREY, CALIFORNIA 93940
████████████████████

PROFESSIONAL EXPERIENCE

Labor Issues Solutions, LLC

- *Owner/President & CEO (2012-Present)*

Provide policy research, analysis, and strategy for business-oriented clients in California, particularly in Monterey County. Issues of expertise include labor and employment policies, housing supply and demand, municipal finance and budget issues, transportation, energy and water policy and infrastructure, environmental regulations, and public contracts. Write articles and commentary and regularly interact with local government leaders and news media.

Associated Builders and Contractors

- *California State Government Affairs Director (2005-2012)*
- *Northern California Government Affairs Director (1998-2005)*
- *Various Government Affairs Management Positions in Washington, D.C. (1995-1997)*

U.S. House of Representatives

- *Legislative Assistant, Congressman Gary A. Franks (1992-1994)*

PROFESSIONAL HIGHLIGHTS

- Provided public comment on policy issues at more than 150 local governments and state boards in California and influenced policy developments at more than 50 additional California local governments (1997-2025)
- More than twelve years of tweets/X posts providing the public with meaningful but often unreported state and local policy actions at [@DaytonPubPolicy](#) (2012-2025)
- 2015 paper on school bonds inspired a state law for taxpayer protections against excessive projections of assessed property valuation by school districts (2016)
- Numerous references as a public policy authority in national and California print and electronic news media (1998-present)
- Prolific writer of articles for Salinas Valley Chamber of Commerce Business Journal and Monterey Peninsula Chamber of Commerce electronic bulletins

EDUCATION

Yale University, B.A. in History, May 1992

CONTRACT AND VOLUNTEER LEADERSHIP POSITIONS

- Government Affairs Liaison, Salinas Valley Chamber of Commerce (2020-present; individual contract work 2019 and earlier)
- Government Affairs Liaison, Monterey Peninsula Chamber of Commerce (2016-present)
- Government Affairs Director, Salinas City Center Improvement Association (2017-2023; individual contract work in 2024 for SCCIA members)
- Secretary, Monterey Peninsula Taxpayers Association (2016-present)
- President, Salinas Taxpayers Association (2016-2023)
- Chair (2017-2019 and now again in 2025) and Member of Measure X Citizens Oversight Committee of the Transportation Agency for Monterey County (TAMC)
- Current Chair (2020-Present) and Member of Measure P and I Citizens Bond Oversight Committee of the Monterey Peninsula Unified School District
- Member of Citizens Oversight Committees for Monterey-Salinas Transit (MST) and Salinas City Elementary School District

OTHER PUBLIC ENDEAVORS

- Applied for appointment to vacancy on Monterey Peninsula Water Management District board of directors (2021) and subsequently ran for election to that board position (2024)
- Applied for appointment to vacancy on Monterey Peninsula Unified School District (2020) board of trustees and subsequently ran for election to that board position (2020)
- Applied for appointment to vacancy on Monterey City Council (2022)
- Applied for appointment to Central Coast Community Energy/Monterey Bay Community Power Community Advisory Council (2018, 2021)

REPORTS

- Researcher for Monterey Bay Economic Partnership (MBEP) on Housing Scorecard to assess local government progress on achieving recommendations to increase the supply of housing that's affordable for ordinary residents (2019)
- *For the Kids: California Voters Must Become Wary of Borrowing Billions More from Wealthy Investors for Educational Construction*. Report for California Policy Center (2015)
- *Legacy Issues: The Citizens for California High-Speed Rail Accountability 2014 Business Plan for the California High-Speed Passenger Train System*. Report prepared for Citizens for California High-Speed Rail Accountability (2014)
- *Are Charter Cities Taking Advantage of State-Mandated Construction Wage Rate ("Prevailing Wage") Exemptions?* Four editions of report for Associated Builders and Contractors of California Cooperation Committee (2009-2014)
- *Rebuilding California Infrastructure for the 21st Century: A Survey of Next-Generation Infrastructure Options and New Financing Models*. Co-author of California Policy Center report (2016)