

STORM Meeting Minutes

April 26, 2022

ADOT, 2140 W Hilton Ave., Phoenix, AZ

Present Laura Nordan, ADOT, Maureen Frederickson – Apache Junction, Amy Murray – Buckeye, Silvana Burgos – Glendale, Craig Lynch – Goodyear, Autumn Martinez – Maricopa County, Rachel Shauger – Maricopa County, Tyler Viliborghi – Mesa, Roman Palafox – Peoria, Marcia Sorensen – Surprise, Ellen Spielman – Maricopa County, Tasha Silla – Maricopa County.

Meeting was called to order by Craig Lynch at 1:11p. Minutes from the March 23, 2022 meeting were approved by Marcia Sorensen - Surprise and seconded by Autumn Martinez - Maricopa County and approved unanimously.

Brittney Schmidt - ABC15 provided an overview of last year's advertising program as an introduction for this year's program and provided options for the group to choose for the coming year. Programming includes a dedicated landing page on ABC15.com, a quiz with option to gain contact information from entrants with which we can follow up with additional messaging, content article written by ABC 15 staff, weather ads, Facebook posts, email blasts. Article ideas brought to the group by ABC 15 include: 1. What is a Monsoon, 2. 3 Tips to Prepare for the Monsoon, and 3. Are You Ready for the Monsoon. If you have an idea for an article topic, contact Craig or Derek and they will contact ABC15. Messaging can vary on each format. Messaging should center around STORM's 5-Year Plan.

Financial Report: No revenues. Paid tax prep fees, and Facebook posts during the previous month. No other invoices have been received for scheduled programming. Nothing has changed in terms of anticipated program costs. Waiting on invoicing from EEE and digital media. Did not receive proposal from Project WET.

City of Phoenix is looking for a post-construction stormwater manager as part of their new stormwater permit requirements.

HOA property manager's training on May 24th as part of AZ Water's Stormwater Committee. Training includes post-construction maintenance and maintenance agreements. Goal is standardized training. Flyer is forthcoming to send to associated contacts.

Send Facebook content to Laura. Rachel is helping with content. Any activities forthcoming that need to be cross-promoted, contact Laura. Phase 1s are required to host a SWMP. Glendale hosted an in-person and online event. Glendale provided a survey and received only three responses to date. No one was present at Glendale's in-person meeting and only nine people attended online. Recording is online and available to the public. ADOT is hosting their SWMP meeting virtually. This is required on an annual basis for Phase 1s.

Educational Materials – a draft of the BMP booklet is forthcoming; the checklist was discussed at today's meeting and will be sent to membership to review and comment. Goal is to have comments and final draft in May. Rough draft of the Activity Booklet is forthcoming.

Suggested workgroup to have creative teams from member's organizations meet to create content for the group. Provide input to Craig if your organization is interested.

Craig needs the Digital Media and Educational committee SOPs by June.

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Open positions: Chair, Vice-Chair, Secretary, Events Committee. Submit nominations. Board meeting to update leadership is on June 9th.

We need a website editor who can run Joomla software.

Discussion on moving STORM to an all-digital format vs. utilizing printed material. Leave it to members to download materials if they needed to be print.

New items – five-year outreach plan update starting with FY23 – topic suggestions include dog waste, pollution prevention, water quality impacts, household hazardous waste, etc. Survey to group is forthcoming. We need to finalize topics in order to have educational materials ready in time to meet MS4 permit requirements.

May's meeting will be longer in length and include a work session for the following:

- (Five-Year) Annual Plan
- BMP Manual
- BMP Checklist (part of BMP Manual)
- Activity Book

Agenda item was added. Group took a vote to approve moving unused educational materials money previously allocated to ABC 15's proposal. Motion to move monies to ABC 15 from other unused. Amy Murray – Buckeye motioned, Marcia Sorenson – Surprise seconded. Carries unanimously.

Motion to adjourn meeting by Marcia Sorensen – Surprise was seconded by Autumn Martinez – Maricopa County. Group unanimously approved. Meeting adjourned at 2:11p.

Respectfully submitted,

Amy Murray, Secretary