

Meeting Minutes

Tuesday, August 23, 2016, 1:00 p.m.

Flood Control District of Maricopa County, Adobe Rooms
2801 West Durango Street, Phoenix, AZ

Facilitator: Carl D'Acosta, Vice Chair

1. **Presentation:** Britany Schmidt (Digital Account Executive) from Channel 15 ABC gave an overview of what they have done to promote the City of Phoenix's Residential Recycling Program using a Facebook, Instagram and Twitter outreach program. She then discussed some thoughts on how ABC 15 could help promote visits to the STORM web site using Facebook at a cost of \$2,500 per month for a 10 month period (September – June).

2. **Introductions/Attendance**

J.C. Kliner	Apache Junction
Drew Bryck	Avondale
Raymond Rees	Fountain Hills
Jamie Zanazzo	Gilbert
Monica Rabb	Glendale
Carl D'Acosta	MC ESD (STORM Vice Chair)
Derek Castaneda	Mesa
Michael Baez	Mesa
Bob Hollander	Peoria
Amy Baker	Peoria
John Cummings	Phoenix
Leigh Padgitt	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Krystal Heyer	Scottsdale
London Lacy	Surprise
Rebecca Sydnor	Public
Christina Gonzalez	Public

3. **Review/Approval Meeting Minutes:** John Cummings motioned and London Lacy seconded the motion to approve the July 26, 2016 meeting minutes with no edits.
4. **Fiscal Agent Update:** Ramona Simpson was absent and no update occurred.
5. **Presentation / Discussion:** Bob Hollander (President Elect of AZ Water) gave some background on AZ Water explaining the organization was originally formed as an educational group in support of the water and wastewater industry. It has 2,200 members and operates through 35 committees who organize/host conferences, webinars, tours, etc. to further educational opportunities. Bob explained that many members are also involved in stormwater management issues and he is looking into the benefits of forming a stormwater committee within AZ Water. He sees this as complimenting the STORM organization, not taking its place or supplanting its efforts in outreach. He was here to make this presentation to gauge STORM members' interest to see if he should take this concept to the AZ Water Board for consideration. The general feeling was that a stormwater subcommittee in AZ Water could be beneficial.
6. **Action item updates**
 - a. FY17 Budget Approval – Tabled since the Fiscal Agent was not in attendance.
 - b. Promotional Items – Carl opened the discussion asking the membership if there are funds remaining in the budget should promotional items be purchased and, if so, what are the groups' preferences? Several items were brought up (e.g. dog waste bags, water

bottles, pick up after you dog stickers) with the stickers getting the most favorable response.

Lonnie took the assignment to contact PAG to see about the use of their art work and the costs.

- c. Social Media (fb) – London Lacy reported that viewership is lacking and gave the example of 252 views over 8 days when she put up the information on retention/detention basins. She said the site is getting about one new person per week. She is optimistic that an outreach program using one of the local TV networks will increase views.
- d. Web updates – Drew Bryck reported the new school workbook would be up on the site in the near future.
- e. Do Not Litter campaign – ADOT -- Leigh reminded the group that this was intended as a Spanish language outreach program. No one from ADOT was in attendance to give an update.
- f. Annual Report: The report is out in draft form for comment. Please send any comments to Robert van den Akker. Some edits were voiced: Carl believes Bear Essential News came out 10 times last year, not the 6 times reported; The Stormwater Summit information is missing from the report; overall, just a few typos, no major issues. Good job by the committee who worked on this.

7. Phase I/II Coalition announcements

Phase I. – Monica reported the Phase I. group had met last week and collectively believes STORM needs to come up with regional issues/priorities and put together a 5-year plan to address the issues and focus the group's efforts.

Monica took the assignment to determine what the targeted areas should be and report back at next month's meeting.

Phase II. – No news

8. Upcoming Outreach announcements: None

9. New Business / Announcements

- a. Arizona Forward entry for STORMWATER IN THE DESERT book – Drew explained the deadline for submittal was two weeks ago.
Drew and Leigh took the assignment to put together a submittal for next year.
- b. Subcommittees: Carl explained the desire for all members to be active on at least one standing committee in STORM. The question was raised: In accordance with our By-laws, what are the standing committees? The Board will bring to the membership standing committee ideas for consideration. Today's discussion revealed that members generally felt this is a good idea and look forward to hearing the Board's ideas.
- c. Call for open discussion – Cynthia encouraged everyone to check out the "StormTV" web site. She explained that it is a clearing-house of videos and information on stormwater topics.

10. Adjourn: Motioned by John Cummings and seconded by Leigh Padgitt to adjourn at 2:54 pm.

Next Meeting: Tuesday, September 27, 2016, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

September 27
October 25
November 22

January 24
February 28
March 28

April 25
May 23
June 27