



STORM Meeting Minutes

Flood Control District of Maricopa County
Dreamy Draw Conference Room
2801 West Durango Street, Phoenix, AZ

DRAFT1

Date: July 23, 2016
Facilitator: Robert van den Akker, Chair
Meeting commencement: 1:00 p.m.
Renie Scidbona and an associate from 12 News
Members in attendance:

Apache Junction	J.C. Kliner	Mesa	Derek Castaneda
Avondale	Drew Bryck, Vice Chair	Luke AFB	Rob Tetla
Buckeye	Robert van den Akker, Chair	Phoenix	John Cummings
Chandler	Greg Wise	Pinal County	Lonnie Frost
El Mirage	Jamie McCullough	Queen Creek	Ramona Simpson
Gilbert	Hondo Judd	Scottsdale	Krystal Heyer
Glendale	Monica Rabb	Tempe	Christina Hoppes
Maricopa Cnty	Carl D'Acosta	Public	Rebecca Sydnor
Mar County F.C.	Matt Oller		

Prior to the meeting, 12 News Account Executive Renie Scidbona presented information regarding social media management for STORM outreach.

Meeting start: at 1:30 with introductions

1. **Review/Approval Meeting Minutes** – John Cummings moved to accept the June meeting minutes, Ramona seconded the motion. There was discussion on amendments; John pointed out several corrections that had already been made. There were no oppositions to the meeting minutes as amended. **The June meeting minutes were approved as amended.**
2. **Fiscal Agent Update** - Ramona Simpson provided a spreadsheet that showed FY14 – 16 expenses, and the FY16 amended expenses. Ramona summarized that we began with \$35,000, received for 2017 \$8500 for membership dues. Final balance is \$7130 for end of fiscal year. All items are summarized on attached report. Christina Hoppes moved to accept the agenda update as presented; Lonnie Frost seconded the motion. **The fiscal Agent Update was approved.** Ramona accepted the job of Treasurer for an additional year, to everyone’s extreme happiness.

The group discussed fee structure; which is based on the 2010 permits and the Phase I or Phase II status each city was categorized as at that time. Christina moved to continue with this system for this fiscal year. John seconded, there were no oppositions.

3. **Action item updates:**
 - a. **Board Vacancy:** Lonnie Frost agreed to serve as Secretary. Thanks Lonnie!
 - b. **FY 17 Budget Approval:** Ramona presented the budget recommendation for FY 16/17. It will be changed due to interest in media promotion instead of the movie ads. Pending additional discussion, Ramona moved to approve all items in budget report with the exception of the movie ads and Bear Essential News. There were no oppositions and motion carried. Ramona moved to accept purchase of promotional book for \$10,000; Carl seconded. There we no oppositions and motion carried.
 - c. **Movie Ads:** Ramona presented options for showing messages at Harkins and AMC movies theaters. Following discussion, John moved to drop the movie ads and Bear Essential News and explore other options. Carl seconded. No oppositions. This leaves between \$15,000 and

\$26,000 to try Channel 12 News and assess its effectiveness, based on different price levels. Subcommittee to look into options for media opportunities volunteers: John, Carl, Robert and Derek. They will include other stations as well. Group affirmed this.

- d. **Promotional Items:** Group discussed using 12 News – type service and limiting promotional items. Carl discussed the results of the promotional items survey. Results of this survey are attached.
 - e. **Social Media:** No presentation since London was not present.
 - f. **Web Update:** Drew reported no new items.
 - g. **Do Not Litter Campaign –** This item was tabled.
 - h. **Library Education Toolkit –** This item was tabled.
 - i. **Affiliate Membership:** Ramona and Drew gave a brief overview on the types of membership that could be available to affiliates. They present this to the membership, depending on whether the STORM members want to do this. Ramona and Drew can investigate some options. Discussion ensued with no conclusion and it will be discussed in a future meeting.
 - j. **Pending items: ADOT marketing and Library education toolkit:** These items are to be reported next month.
 - k. **Member Survey:** Tabled for next meeting.
 - l. **Annual Report Subcommittee –** Not discussed due to time constraints.
4. **Phase I/II Permit Discussion –** Phase I/II: There were no comments related to the Phase I or II permits.
5. **New Business / Announcements**
- a. Monica distributed a flyer on carpet cleaners. She will send this to Robert as a Word document so cities can customize to their needs.
 - b. Group discussed nominating the middle school book for an Arizona Forward Award. Will need to determine if it will be submitted by cities or as STORM.
 - c. Rob Tetla presented the Luke P4 MOU. Jeff Schone will send this out.
6. **Action Item(s) Summary:**
- a. Action items were not summarized at end of meeting.

Adjourn: Robert van den Akker moved to close meeting, Hondo Judd seconded. Meeting adjourned at 3:10 p.m.

Next Meeting: The next meeting will be on Tuesday, **August 23, 2016** at **1:30 PM**, at the Maricopa County Flood Control offices to allow for time for voting for the next board.

Note - Meeting decorum: all new items will be started with a request to hear a motion, and a declaration of a motion and seconded motion, and a call to the members for discussion. Once the discussion has occurred, the motion will be restated and there will be a call to the members for aye or nay. In the absence of yeas, the motion will be dropped, if there are no nays, the motion will be moved. For indecision, the motion may be tabled until the next meeting, or discussed if time allows.