

Meeting Minutes

Tuesday, February 28, 2017

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



Facilitator: Carl D'Acosta, Vice Chair

1:00: Presentation by Green Living Magazine

Dorie Morales (Publisher/Editor-in-Chief) provided information on the magazine whose mission is to help people make eco-conscious choices. She said they print 20,000 magazines monthly and have a readership of approximately 100,000 (print and digital). They currently distribute printed magazines at approximately 625 locations in Maricopa County. She gave information on ad rates (print and digital), launch parties, and their annual "simple solution summit".

1:35: STORM Meeting

1. Introductions:

Greg Wise	Chandler
Jamie Zanazzo	Gilbert
Monica Rabb	Glendale
Anne Stahley	Glendale
John Nissen	Glendale
Rob Tetla	Luke AFB
Carl D'Acosta	MC ESD (STORM Vice Chair)
Derek Castaneda	Mesa
Bob Hollander	Peoria
Amy Baker	Peoria
Leigh Padgitt	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Krystal Heyer	Scottsdale
London Lacy	Surprise
Christina Hoppes	Tempe (STORM Director at Large)
Christina Gonzalez	Public
James Heaton	Public
Dave Jensen	Public

2. Presentation by Channel 15

Brittany Schmidt provided a three month recap of outreach. She noted that the STORM wallpaper was on every news page for 24-hours on inauguration day with 127,028 impressions and 825 visitors to the STORM website. The Facebook post has reached 77,568 people. Since December there have been 408,144 impressions delivered and 1,337 people visited the STORM website. Facebook Messaging has delivered 531,767 impressions, 1,421 clicks to the STORM website/Facebook page, and 480 new likes. They are scheduling another 24-hour wallpaper for March 10th.

3. Review/Approval Meeting Minutes:

With one correction noted by London, a motion to approve the January 24, 2017 Minutes was made by London and seconded by Leigh. Voting was unanimous in favor.

4. Fiscal Agent Update:

Ramona reported a February 21st bank balance of \$33,991 with total expenses (thus far) of \$27,593. She noted that there are unbudgeted funds of approximately \$13,700 that can be used for promotional items and other outreach activities. She said she had

purchased the 'end run' of Stormwater Workbooks (approximately 450) for \$300 and had been contacted by a representative of the Yuma Marine Base about purchasing workbooks. She will follow up and see how many they would like to purchase.

A motion was made to approve the Fiscal Update by Leigh and seconded by Lonnie. Voting was unanimous in favor.

5. Action item updates:

a. NMSA – membership fee

Christina reported the NMSA goal is to develop national messaging and promote a national voice. She noted that the organization is going to be voting on March 7th on the proposed dues structure (\$500 per year with a \$500 retro-active fee for the first year) with enactment if two-thirds (2/3) of members agree. A discussion ensued where concerns about the retro-active fee for the first year were voiced, since this was not mentioned in the original NMSA briefing to STORM. The benefits of getting the new organization operating were also discussed.

A motion to vote "no" to the proposed fee structure was made by Carl and seconded by Amy. A majority voted in favor of the motion with two members opposing.

b. Subcommittee Reports

i. Channel 15 Outreach – John Cummings, Carl D'Acosta, Emily Lester, John Meyer, Robert van den Akker, Drew Bryck

See agenda item 2.

ii. Target Audience / 5-Year Plan – Leigh Padgitt, Ramona Simpson, Monica Rabb, London Lacy, Robert van den Akker

5-Year Plan completed. This item will be removed from future agendas

iii. Facebook – London Lacy, Amy Baker, Lauren Whitaker (Mesa)

London reported 22,100 were reached because of the Channel 15 outreach with 32 new this week. This equates to a 307% increase since starting the Channel 15 outreach. They are looking for content (information) to keep the site interesting and would like to correlate messages with the 5-year plan.

iv. Web –

Carl said the STORM logo was now on the AZWater web page and AZWater would like to put their stormwater subcommittee information on the STORM site. There will be a small cost to have STORM's web consultant set this up. All agreed that this was a good idea.

v. Promotional Materials – Leigh Padgitt, Raymond Rees, Carl D'Acosta

Leigh provided information the cost of banners, cups (stainless steel and plastic), and a Green Living magazine Launch Party. Banner options, enhancing Facebook outreach, and doing outreach at the upcoming Water For People Run were also discussed. After discussion the following occurred:

- Motion to approve the purchase of a new banner was made by Christina and seconded by Leigh in the amount of \$2,500. Voting was unanimous in favor.
- Motion to provide \$600 for a monthly (6 months at \$100 each) Facebook boost was made by Leigh and seconded by Christina. Voting was unanimous in favor.
- Motion to spend \$50 for a table for outreach at the Water For People Run for World Water event was made by Leigh and seconded by Christina. Voting was unanimous in favor.
- Motion to spend up to \$3,000 for promotional cups (stainless steel and color-change plastic) was made by Carl and seconded by Rob. Voting was unanimous in favor.

c. Public-Public Public-Private (P4) Update

Rob noted last week's tour of Luke AFB went well. Monica added that Luke is looking for partners, especially with neighboring municipalities. Ramona said that Greenspan

was chosen by Phoenix for HHW services under a cooperative agreement so, others can use their services as well.

- d. Upcoming Outreach Announcements –
 - o TresRios Festival
 - o County Fair (April 12-15) Carl circulated a sign-up sheet for coverage.
 - o Anne shared the new poster developed by Glendale to show the good vs. bad of stormwater management.

- 6. **Phase I/II Coalition announcements**
Phase II NOI discussion forthcoming. London noted that Surprise’s NOI has been submitted and will be available on their web site for reference.

- 7. **New Business / Announcements:**
 - a. Leigh announced that Phoenix is starting a campaign for a Stormwater Mascot.

- 8. **Adjourn: 3:10**

Next Meeting: Tuesday, March 28, 2017, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

April 25
May 23
June 27

July 25
August 22
September 26

October 24
November 28