



STORM Meeting Schedule, FY16

Chair:	John Cummings
Vice Chair:	Drew Bryck
Fiscal Agent:	Ramona Simpson
Secretary:	Robert van den Akker
Director at Large:	Justin Bern

The following meeting schedule was held by STORM:

July 28
August 25
September 22
October 27
November 24
December No Meeting
January 26
February 23
March 22
April 26
May 24
June 28 Annual Meeting



STORM Meeting Minutes

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

Date: July 28, 2015
Facilitator: John Cummings
Meeting commencement: 1:35 p.m.

Members in attendance:

Apache Jct	Josh Warren	Queen Creek	Ramona Simpson, Fiscal Agent
Avondale	Drew Bryck, Vice Chair	Queen Creek	Dana Mendoza
Buckeye	Robert van den Akker, Secretary	Scottsdale	Justin Bern Director at Large
Chandler	Dave Verhelst	Scottsdale	Zoli Dregely
El Mirage	Jamie McCullough	Surprise	London Lacy
Glendale	Monica Rabb	Tempe	Tamara Bednarik
Luke AFB	Marc Yalom	Tempe	Christina Hoppes
Mesa	Derek Castañeda	Public	Misti Burkman
Phoenix	John Cummings, Chair	Public	Rebecca Sydnor
Pinal County	Lonnie Frost	Public	Todd Williams

1. Introductions

- a. **Announcement:** The promotional items have been placed by the curbside in the parking lot. Everyone present was requested to pick up their labeled boxes of bags-on-board dog waste bag dispensers. **Special thanks to the Ramona Simpson, Dana Mendoza, and Matt Oller for preparing these boxes in the parking lot today!**

2. Review/Approval Meeting Minutes

A removal of one comment was noted as a needed change. A motion was made by Justin Bern to accept the minutes as amended. Drew Bryck seconded the motion. There were no descents. **The June Meeting Minutes were affirmed.**

3. Fiscal Agent Update –

- o Ramona Simpson reported the fiscal information for FY14 and FY15. With the current balance as of 8/2015 was \$53,967.00, it was noted that \$29,145.00 was not yet billed for the billboard advertisements, but that bill was expected soon. It was also noted that 7 municipalities had already paid their annual dues totaling \$19,000.00
 - A motion was made to approve the balance sheet. Drew Bryck seconded the motion. There were no descents. **The Balance Sheet was affirmed**
- o Ramona provided the budget expenditures for FY15 of \$49,500.00 and compared that to the dues received in FY15 and expected in FY16 and suggested a budget for FY16 with a total of \$80,000.00, broken down as follows:

5%	Admin Cost	\$4,000.00
75%	Program Outreach	\$60,000.00
15%	Public Outreach	\$12,000.00
5%	Contingency	\$4,000.00

4. Annual Report

- o Robert van den Akker reported that the FY15 Annual Report had been drafted and would be available after the Board had a chance to review and comment. It would be sent out to members by the first of the next week.
- o Robert requested that any requests for changes include suggested wording for the changes.

5. Action items updates

- Promotional Items – John Cummings reported that the “bags on board” had come in, It was noted that they did not have the website information. It was noted that all promotional items should have the slogan, logo and web site for STORM.
 - John Cummings continued the financial discussion by suggesting for STORM to spend \$15,000.00 on Promotional Items before the end of the Calendar Year, and another \$15,000.00 on promotional items before the end of the fiscal year. Additionally, the idea that a subgroup consisting of Phoenix, Scottsdale, Chandler, and Queen Creek would choose items for the members to select. Rebecca Sydnor requested to be part of that subgroup. Robert van den Akker asked for a volunteer to lead the subgroup. Dana Mendoza Volunteered to lead the group.
 - A motion was made to accept the expenditure decision and the idea of a subgroup. The motion was seconded. There were no descents. **The decisions for the expenditure, due dates, and subgroup were affirmed.**
 - Social Media (fb) – London Lacy reported that Mesa, and Maricopa County are continuing to post on FB and is asking everyone to have their PIO to like the facebook page once, as this generates movement.
 - There was a general discussion on fb and it was decided that the facebook activity should continue.
 - It was noted for everyone to provide website updates to Drew Bryck before the end of the week, for Member update on main web page.
- 6. Phase I/II Permit Discussion:**
- Monica Rabb noted that the Phase I Permittees will be meeting in August.
 - Robert van den Akker reminded everyone that comments for the draft Phase II permit will be made available for review on Friday and additional comments should be turned in to him by COB Wednesday next week. Additionally, everyone should be working with their internal management to determine if they would like to be part of the signatory group for this comment letter to ADEQ.
- 7. Upcoming Outreach announcements:**
- Monica Rabb of Glendale indicated that they would be having a dog days of summer event at Murphy Park from 7 - 10 PM in August
 - London noted that everyone should post their events on fb so that it would automatically appear on the STORM fb portion of the web page. It was suggested that everyone should send their outreach events notifications to London Lacy for fb update and to Drew Bryck for the website.
- 8. New Business / Announcements**
- London Lacy reported that the City of Surprise has created two static cartoon ads of “June Monsoon” and two more would be made. Also, a video has been created by London and the City of Surprise Marketing Group.
 - a. The City has agreed that all AZSTORM members may use the ads and video and may add their logo onto the marketing material.
 - b. It was requested that anyone that use it send a thank you to the City of Surprise Manager for putting the effort into the group.
 - Movie Ad: Drew Bryck indicated that a marketing request has come from our movie vendor to see if we would participate. It was requested that Drew follow up with costs and possibility to get more theaters, time frames, and possibility of a new ad.
 - Monica Rabb indicated that the City of Glendale has received word that it will be audited in the fall.
 - Lonnie Frost, Pinal County, made a request for any inspection forms and SOPs that anyone might have for construction.
 - A note was made that the APWA conference in Phoenix will have a stormwater section. It was also noted that members may attend a half day for free if they participate as a volunteer for that portion of the event.

Adjourn: Justin Bern made a motion to adjourn, Ramona Simpson seconded the motion, and there were no descents. **The motion to adjourn was affirmed.**

Adjournment: 2:35 pm

Next Meeting: The next meeting will be on Tuesday, August 25th, 2015 at 1:30 PM, at Maricopa County Flood Control offices.



STORM Meeting Minutes

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

Date: August 25, 2015
Facilitator: John Cummings
Meeting commencement: 1:30 p.m.

Members in attendance:

ADOT	Leigh Padgitt	Mesa	Derek Castañeda
Avondale	Drew Bryck, Vice Chair	Phoenix	John Cummings, Chair
Chandler	Greg Wise	Queen Creek	Dana Mendoza
FCDMC	Matt Oller	Scottsdale	Justin Bern Director at Large
Fountain Hills	Raymond Rees	Scottsdale	Zoli Dregely
Glendale	Monica Rabb	Surprise	London Lacy
Glendale	Angela Covet	Public	Hillary Falgiano
MC ESD	Carl D'Acosta		

1. Round Table Introductions

2. Review/Approval Meeting Minutes

The listed date for the meeting minutes and a typographical error needed correction. A motion was made by London Lacy to accept the minutes as amended. Leigh Padgitt seconded the motion. There were no descents.

The July Meeting Minutes were affirmed.

3. Fiscal Agent Update

- John Cummings reviewed overall status of members who have not yet paid dues. It was noted that, although not yet past due, the deadline for payment is soon. It was noted that Facebook line item should be removed from the P&L summary next month and the payment for billboards and movie theater ads needs to be made. It was noted that the billboard advertisements were still up at locations around the valley.
 - A motion was made by Raymond Rees to approve the balance sheet. Leigh Padgitt seconded the motion. There were no descents. **The Balance Sheet was affirmed**

4. Annual Report

- John Cummings recognized the efforts by the board with special thanks to Robert van den Akker for developing the FY15 Annual Report.
- Robert van den Akker expressed necessity for future tracking of outreach activities to ease the burden of preparing the annual report. **ACTION ITEM:** Drew Bryck to contact web-site designer about building a report form for individual members to add and record event statistics.

5. Action items updates

- Promotional Items – Dana Mendoza gave a brief update on status of promotional item subcommittee progress.
- Movie Ad for Winter Rains – Drew Bryck reported the current vendor cost is \$15,200 (same as previous year) through AMC. There was a discussion about using different vendors for better coverage in smaller member cities. The AMC vendor representative provided maps of theaters and attendance that were reviewed during the meeting. An impromptu poll was taken of members in attendance to decide whether future movie theater ads are to be evenly spread out regardless of viewership or concentrate efforts on highest volume theaters. The majority chose to remain with current practice of showing ads in highest volume movie theaters. A motion was made by Raymond Rees and Seconded by Drew Bryck to spend \$15,200 for movie theater ads. **The expense was affirmed.**
- London Lacy provided an update on the Facebook page and other social media. Please send specific STORM events and any suggestions for posts of interests to London
- Drew Bryck provided web updates and requested that all members advise him about individual updates to your pages or logos.

6. Phase I/II Permit Discussion:

- John Cummings asked the group if there had been any updates on Phase II General Permit responses from ADEQ and, to date, there has been no feedback.
- Leigh Padgitt asked for suggestions from the group about required fields for annual reporting yet was not directly referenced in the permit.

7. Upcoming Outreach announcements:

- The question of when the annual Tres Rios Event is usually held and whether it is in the October/November timeframe. It was mentioned that it is run by Maricopa County and they will try to get a group together for help with manning the booth for the two-day event. **ACTION ITEM:** Drew Bryck will follow-up to see if Avondale organizes the event and confirm the event dates.

8. New Business / Announcements

- a. Bear Essential News – The topic was brought up at the meeting; however, there was a general misunderstanding regarding the intent of the agenda item. Drew Bryck made a motion that was later withdrawn for \$1800 to continue with Bear Essential News advertising. **ACTION ITEM:** Carl D’Acosta is to determine motivation behind this agenda item and report at next STORM meeting.
- b. Spanish Pollution Prevention Advertisements – The City of Chandler is preparing outreach material to publish in La Voz periodicals. The City of Surprise offered the materials to Chandler that they developed last year. **ACTION ITEM:** Greg Wise to obtain information to determine a cost for distribution and readership numbers for STORM to decide whether to participate in this publication.
- c. **ACTION ITEM:** Leigh Padgitt to investigate feasibility of adding the STORM info on ADOT electronic highway message boards
- d. There is a webinar on Thursday by EPA @ 10AM on the new “Waters of the US” Rule
- e. London Lacy provided information on the stormwater summit hosted by APWA with a panel of stormwater experts to take place Monday and Tuesday afternoons, August 28th and 29th.

Adjourn: Raymond Rees made a motion to adjourn, Leigh Padgitt seconded the motion, and there were no descents.
The motion to adjourn was affirmed.

Adjournment: 2:36 pm

Next Meeting: The next meeting will be on Tuesday, September 22nd, 2015 at 1:30 PM, at Maricopa County Flood Control offices.



STORM Meeting Minutes

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

Date: September 22, 2015

Facilitator: Drew Bryck

Meeting commencement: 1:40 p.m.

Members in attendance:

Apache Jct	Josh Warren	MC ESD	Carl D’Acosta
Avondale	Drew Bryck, Vice Chair	MC ESD	Kristin Onstott
Buckeye	Robert van den Akker, Secretary	Mesa	Derek Castañeda
FCDMC	Matt Oller	Pinal County	Lonnie Frost
Fountain Hills	Raymond Rees	Queen Creek	Ramona Simpson, Fiscal Agent
Glendale	Monica Rabb	Queen Creek	Dana Mendoza
Luke AFB	Mark Yalom	Scottsdale	Susan Butler

1. Round Table Introductions

2. Review/Approval Meeting Minutes

The meeting minutes for August were reviewed. Spelling changes were needed. A motion was made by Raymond Rees to approve the minutes as amended. Robert van den Akker seconded the motion. There were no descents. **The August Meeting Minutes were affirmed.**

3. Fiscal Agent Update

- o Ramona Simpson reviewed the current budget. With a total of \$53,811 as the actual annual budget, and \$83,967 as the total amount of money currently held. Ramona explained the current money left from the previous year has been allocated, but not billed by the vendors yet. Ramona also reported that Apache Junction, Gilbert, and ADOT were still working on completing their budgeting, and Guadalupe has not responded if they want to be a member yet. It was also noted that the movie ad was allocated \$15,200, and another \$15,000 for promotional items leaving just short of \$20,000 left for the year.
 - A motion was made by Robert van den Akker to approve the balance sheet, and Raymond Rees seconded the motion. There were no descents. **The Balance Sheet was affirmed**

4. Annual Report

- o Robert van den Akker expressed concerns for tracking of outreach activities, and cautioned everyone to consider the ramifications of the solutions, including the necessity to perform double recording of information. A subcommittee was formed of Monica Rabb, Carl D’Acosta, and Robert van den Akker to review the data fields for the web data collection using our existing STORM account.
- o **ACTION ITEM:** This subcommittee will coordinate with Drew Bryck and SolarFlare to determine the limits and requirements on the fields allowable.

5. Calendar of Events on the STORM web page

- o It was mentioned that all members may be given access to post information on local news and activities regarding stormwater pollution prevention. Drew mentioned that the current cost is estimated to be \$150.00. Ramona and Raymond Rees confirmed that this minimal amount may be deducted from the \$4000.00 reserve administration fee already set aside, so no official vote was needed if the members would like to move in this direction.
- o **ACTION ITEM:** Drew Bryck will contact SolarFlare to find out what information requirements there are for posting events on the calendar.

6. Action items updates

- o Promotional Items – Dana Mendoza indicated that two promotional items should be
- o Movie Ad for Winter Rains – Drew Bryck reported the current vendor cost is \$15,200 (same as previous year) through AMC, with \$200.00 also charged for licensing authority on the ad.
- o **ACTION ITEM:** Drew will confirm if this \$200.00 was a separate amount or included in the \$15,200.00. Again, that is a minimal amount that may be accounted for in Administrative Costs for STORM. So no vote needed after Drew confirms if it is an extra cost.

- Ramona Simpson noted that she could get 6 slots free non-profit air time. She will continue to pursue this once we have an ad for her to use.
- facebook: Monica Rabb reported that London has been very busy with facebook. Monica reiterated to please send specific STORM events and any suggestions for posts of interests to London
- Drew Bryck provided web updates and requested that all members advise him about individual updates and a request was made to put a reminder in the Thursday news email blast.

7. Phase I/II Permit Discussion:

- Phase II: Robert van den Akker reiterated the email that ADEQ put out on the Phase II permit hold. It was noted that this was a significant action from the state and shows the importance of the Phase II coalition working together to get their voice heard. Robert stated he had received a phone call from Chris Henninger, and there was some concern that Chris still disagreed with the points the Phase II's had related to permit authority and compliance requirements.
- Phase I: Both Glendale, Monica Rabb, and Mesa, Derek Castañeda, reported that they were audited by PG Environmental and their inspections went well overall. They stated the inspections focused on Illicit Discharge Detection and Elimination and Commercial and Industrial inspections. They had no specific concerns to report.

8. Upcoming Outreach announcements:

- Kristin Onstott noted the following activities:
 - Public Lands Day at Lake Pleasant – this is a cleanup event – plus free use of the park afterwards.
 - Tres Rios Make a Difference - this is a cleanup event - Saturday, October 24th 7:30-12:00, Location: Base & Meridian Wildlife Recreation Area, Avondale7602 S Avondale Blvd, Avondale, AZ 85353

9. New Items

- a. Bear Essential News –Robert reported that Bear Essential News has made an addendum offer to the contract for a 12 month extension. STORM members indicated that they believed a 6 month December to May timeframe would be better, and Kristin Onstott requested assistance with ideas for ads. Queen Creek and Glendale offered to support Kristin with ad ideas.
ACTION ITEM: Robert will follow up with Nancy Holmes of BEN to get the pricing for ½ page ads for 6 months – December through May.
- b. Maricopa County: Carl D'Acosta and Kristin Onstott presented three ideas for outreach.
 - i. **Stickers for stormwater pollution prevention** on mop buckets and dumpsters. They provided the artwork design, and are requesting support for purchasing the stickers. They would then recruit the Environmental Services Staff to provide these as outreach to their food vendors... approximately 19,000 throughout the county.
 - ii. **Stormwater Education tool kit at County Library's** throughout the region. Kristin described the tool kit purpose and indicated she would provide a mock kit to show the group. She is asking for STORM to support the purchase of these kits. **ACTION ITEM:** Kristin Onstott to show mock SW education tool kit for use at county libraries.
 - iii. **QZZR: What kind of Salamander are you?** Kristin presented a web program that is a quiz and a survey. It allows people to take a quiz on stormwater pollution prevention to determine what kind of "salamander" they are, based on the MC ESD Mascot. If STORM provides funds (\$300.00), the site will provide statistics on the results of the survey. This may be another way to provide outreach and information as well as obtain survey data. Members agreed that it was a good idea, and it was requested to provide the link to the group on the Thursday STORM News so that they may test it out, and report to Kristin if there are any concerns. **ACTION ITEM:** members to test out the link on the Thursday STORM news, and report to Kristin Onstott on suggestions, KOnstott@mail.maricopa.gov

Adjourn: Raymond Rees made a motion to adjourn, Monica Rabb seconded the motion, and there were no descents.

The motion to adjourn was affirmed.

Adjournment: 3:05pm

Next Meeting: The next meeting will be on Tuesday, September 22nd, 2015 at 1:30 PM, at Maricopa County Flood Control offices.



STORM Meeting Minutes

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

Date: October 27, 2015
Facilitator: John Cummings
Meeting commencement: 1:30 p.m.
Members in attendance:

ADOT	Leigh Padgitt	Phoenix	John Cummings, Chair
Buckeye	Robert van den Akker, Secretary	Pinal County	Lonnie Frost
Chandler	Dave Verhelst	Queen Creek	Ramona Simpson, Fiscal Agent
FCDMC	Matt Oller	Queen Creek	Dana Mendoza
Fountain Hills	Raymond Rees	Scottsdale	Justin Bern, Director at Large
Luke AFB	Marc Yalom	Surprise	London Lacy
MCESD	Carl D'Acosta	Public	Misti Burkman
Mesa	Derek Castañeda	Public	Rebecca Sydnor

1. Round Table Introductions

2. Review/Approval Meeting Minutes

The meeting minutes for September were reviewed. Spelling changes, grammar, and dates amended. Robert van den Akker made a motion to accept the minutes as amended. Justin Bern seconded the motion. There were no members opposed. **The August Meeting Minutes were affirmed.**

3. Fiscal Agent Update

Ramona Simpson provided an update on the monthly financial update. The current membership dues collected is \$49,500.00. Ramona confirmed, there are \$28,000.00 currently due for payment for the billboards from the first of the year, but this money was accounted for last year. Additionally, \$15,200.00 that has been allocated for the movie ad, \$15,000.00 allocated for promotional items, \$8,000.00 for administrative contingency spending, leaving \$17,000.00 for the rest of the year.

- Leigh Padgitt made a motion to accept the monthly fiscal analysis, Justin Bern seconded the motion. There were no members opposed. **The September Balance Sheet was affirmed**

4. Annual Report

Robert van den Akker discussed the tracking of outreach activities; Monica Rabb, Carl D'Acosta and Robert had worked out a spreadsheet. Members asked for additional time and access to the spreadsheet. Justin Bern requested if we could add a default for all of the number entries to "0"

○ **ACTION ITEM:**

- a. Robert to send access to the data field for outreach data entry, **so that all members may test it.**
- b. Drew Bryck to request if we could add a default for all of the number entries to "0"

5. Calendar of Events on the STORM web page

Robert and John Cummings indicated that the calendar was working well. Members asked for additional time to test the calendar.

○ **ACTION ITEM:**

- a. Robert to send access to the calendar and **all members are to attempt data entry.**

6. Action items updates

- a. **Movie Ad:** Ramona Simpson was waiting for updates from the board on legality of using the STORM movie ad at other theaters. It was noted that STORM has an attorney.

▪ **ACTION ITEM:**

- Leigh Padgitt to follow-up with attorney information and also to see about status of by-laws.
- Robert will determine access to google docs.
- Drew will work to make the doc available to all for review.

- **Website updates** - Drew Reported via Robert – Solar Flare has charged \$150.00 for the web updates, calendar, and outreach data logging spreadsheet.

- **BEN – Bear Essential News:** Robert reported that Nancy Holmes of BEN agreed to amend the current contract \$3,900.00 for 6 months for a half page ad from December through May. Carl D'Acosta affirmed that Maricopa County

would need some help with some ads and artwork. Raymond Rees made a motion to approve the contract, Justin Bern seconded the motion. There were no members opposed. The expenditure of \$3,900.00 was approved.

▪ **ACTION ITEM:**

- Robert to send out a request for assistance for Maricopa County, Kristin Onstott, with ideas and artwork for the ads.
- Robert to move forward with the contract update with Nancy Holmes of BEN.

- **Promotional Items** – Dana Mendoza indicated that the promotional items would be shared once some contracts come in.

▪ **ACTION ITEM:** Dana will forward the promotional items to Robert to share on the STORM Thursday News.

- **facebook:** London Lacy reported facebook has been working well, and she asked for calendar activities to be sent to her so they may be posted on fb. She indicated Kristin Onstott has been helping her with posts using the Maricopa County artwork.

7. New Items

- a. **Stickers for stormwater pollution prevention** on mop buckets and dumpsters - Carl and Robert reported some contract submittals for printing the stickers.
 - i. Members asked for it to be bilingual. Carl is to get the sticker redone, and bids for the new sticker will be sought and presented at the next meeting.
- b. **Stormwater Education tool kit at County Library's** – Carl asked if this could be tabled until they are able to obtain prices for these stormwater education tool kits for use at county libraries.
- c. **QZZR:** Carl reported that the online quiz was \$1000.00. Members decided in discussion that it was too much money for the value, so Maricopa County is going to go ahead and use the free version that has already been created.
 - i. **ACTION ITEM:** Robert is to send the link out again for everyone to share.
- d. **Grant Opportunity:** Matt Oller reported that he has been tasked with assisting STORM in a grant application. He is looking at the EPA, small waters grant, and was asking for ideas for using the grant- but the information would be needed ASAP as the due date is on November 20.
 - i. **ACTION ITEM:** A **subcommittee** was formed to assist Matt including Monica Rabb, Raymond Rees, Leigh Padgitt, and Derek Casteñeda. **Members may also contact Matt** with ideas for a grant mao@mail.maricopa.gov
- e. **La Voz** – Dave Verhelst recommended the Spanish pollution prevention article to run in La Voz, a Spanish magazine with 60K readers, written weekly. Members agreed that STORM should focus on the Spanish speaking community.
 - i. **ACTION ITEM:**
 - 1. Leigh will follow-up with an determining the process or implementation method to submit an ad or article to La Voz
 - 2. Carl volunteered Maricopa County staff time to translate at least 4 articles; 2 during monsoon and 2 during the wet winter months.
- f. **Message Boards on State Highways** – ADOT did not agree to use message boards for Stormwater pollution prevention messages.
- g. **Statewide Stormwater Summit:** Monica mentioned that we needed to consider construction outreach again this year. Leigh mentioned that the Statewide Stormwater Summit should occur again using 1/3 Construction, 1/3 MSGP and 1/3 MS4 compliance. A **subcommittee** formed to address this event including Leigh Padgitt, Robert van den Akker, Rebecca Syndor, London Lacy, Justin Bern, John Cummings, and Greg Wise.

8. Phase I/II Permit Discussion:

- Phase II: Robert van den Akker thanked everyone again for their work with the comments to ADEQ. He confirmed that ADEQ will put their draft Phase II Permit out near the end of November with a 45 day comment period, and he stated that this will be a restart to the comment period.
- Phase I: There was nothing to report

Adjourn: Raymond Rees made a motion to adjourn, Justin Bern seconded the motion, and there were no descents. **The motion to adjourn was affirmed.**

Adjournment: 3:20pm

Next Meeting: The next meeting will be on Tuesday, November 24, 2015 at 1:30 PM, at Maricopa County Flood Control offices.



STORM Meeting Minutes

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

Date: November 27, 2015

Facilitator: Justin Bern

Meeting commencement: 1:35 p.m.

Members in attendance:

ADOT	Leigh Padgitt	Pinal County	Lonnie Frost
ADOT	Pat Powers-Zermeno	Queen Creek	Ramona Simpson, Fiscal Agent
Buckeye	Robert van den Akker, Secretary	Queen Creek	Dana Mendoza
Glendale	Monica Rabb	Scottsdale	Justin Bern, Director at Large
Maricopa Cnty	Carl D'Acosta	Surprise	London Lacy
Mesa	Derek Castañeda	Public	Misti Burkman

1. Round Table Introductions

2. Review/Approval Meeting Minutes

The meeting minutes for October were reviewed, and there were no adjustments requested. Justin Bern made a motion to accept the minutes as amended. Robert van den Akker seconded the motion. There were no members opposed. **The August Meeting Minutes were affirmed.**

3. Fiscal Agent Update: Ramona Simpson reviewed the current fiscal balance for STORM. The current balance as of October is \$57,928.00. All membership dues for the year have come in with the current membership total received at \$54,000.00. Current membership motions and administrative actions, the current available balance is \$23,000.00. Ramona made a motion to accept the monthly fiscal report. Robert van den Akker seconded the motion. There were no members opposed. **The monthly fiscal report was approved.**

4. Annual Report/Calendar/Data Entry: Members reported that they had tested the pages, and discussed concern for the calendar and for event data entry. It was requested that the calendar be moved to the front page, that data entry was failing for the calendar and for event recording. It was requested again that the event data entry be prefilled with "0"s. A request was made that some of the wording of the front page be reduced or shortened. A subcommittee was created with Monica Rabb, Carl D'Acosta, Drew Bryck, and Robert van den Akker to make the changes, test the calendar and data entry methods, and to ensure that it works.

o **ACTION ITEM:**

- a. Request for updates to be made by Solarflare
- b. Subcommittee to test and reconvene on the fine tuning the work.

5. Movie Ad: Ramona Simpson has possession of the existing movie ad, and it is available on the website. She will move forward with the 6 free Harkins theater showings. Robert van den Akker requested that the requests for the free ad placement include a request to obtain the Reach of the ad when it is shown so that we may add that data to the annual report. Ramona also indicated that the AMC showing of the ad for prime viewing will cost storm \$15,000.00. This money was already allocated. **Lessons learned** from this activity: for the next year STORM should split the money spent and so that we may involve more theaters, and also continue to pursue free public announcement showings.

6. Promotional Items: Dana Mendoza presented Stormwater in The Desert, a middle school book, for a January expenditure of \$6,000 for a middle school activity book. This item was tabled until New Business was to be discussed. Dana also presented a reusable bag and scramble magnets promotional items. The reusable bag will cost a total of \$10,575.00 plus \$180.00 for artwork, and the scramble magnets will cost \$4,137.00. There was some discussion regarding the bags: it was noted that they would be two sided, that the second side would have the STORM logo, include the STORM website, and also the link for the STORM facebook page. Ramona Simpson issued a motion to approve the promotional items, Robert van den Akker seconded the motion. There were no members opposed; **the motion to purchase the promotional items with artwork was approved.**

7. **Website updates** –Members discussed additional website updates. **Action item** for Drew Bryck to address with Solarflare:
 - a. there was a request to Solarflare to add another email address that may be used for the storm water summit attendance and
 - b. There was a request to add a fillable form to the STORM website that once filled, sends information to the newly created email address so that it may be used as an easy way for potential attendees to sign up for the MS4 Statewide Summit for 2016.
 - c. There was another request for social media analytics related to facebook, to determine how to increase our following and to determine what the analytics say. It was thought that Solarflare might be able to help.
8. **Spanish Language Pollution Prevention:** Leigh Padgitt reported that she had tried to contact La Voz, but had no response. She would like to move forward with four topics to for this ad/story. This item is tabled until contact with the La Voz is obtained, and cost structure for the ad may be considered.
9. **Library Stormwater Outreach Tool Kit:** This was tabled until further notice.
10. **Food Service stickers:** After significant discussion it was decided to move to a 5 by 7 area and decrease the small wording and increase the pictures. The original intent was for Maricopa County with their 70 inspectors to begin to hand out these 40000 stickers. STORM members were torn with the idea that Pinal County would not be able to be supported by this effort. It was decided to try to adjust the wording and pictures, and make the stickers available for all members to use as a part of their FOG program. Carl D'Acosta will rework the sticker and provided back to storm for further review and adjustments.
11. **Statewide Stormwater Summit 2016:** London Lacey requested up to \$2,000.00 for the summit, which will include outreach for construction, industry, and municipalities. Significant discussion occurred regarding the summit, including concern that it might not really reach the construction target audience. London Lacey made a motion to accept the \$2000.00 support. The motion was seconded by Lonnie Frost. Further discussion occurred, and it was requested for the summit sub-committee to consider the overall activities and whether it will be opened up to all construction and all industry, and how it should be formatted to benefit the largest audience and define the target audience. Ramona Simpson indicated that she will follow up with sponsorship to see if there's a possibility of having a second conference based only on construction so that we may reach the largest audience. **The motion to accept the request was approved with the understanding that the subcommittee would follow-up with expanded content and purpose at future meetings.**
12. **Phase I update:** Monica Rabb indicated that Glendale had been audited and had also received a response on the annual report. No further action was required, but there was a note to follow up with inconclusive evidence reported from stormwater monitoring for potential exceedances of PCBs. It was recommended to provide illicit discharge detection elimination activities to determine the source of the PCBs.
13. **Phase II update:** Robert van den Akker noted that the draft permit is expected to be issued on December 4th, and the due date for comments and the public meeting for the draft will be on January 20th. Robert also mentioned a discussion that he had with Chris Henninger regarding E-reporting. Electronic reporting for discharge monitoring reports and analytical monitoring and annual reports would be required to be submitted to the EPA if the state is not able to devise a method to receive electronic monitoring and reporting that coincides with the EPA method. All permits subject to the Clean Water Act will need to issue monitoring reports electronically to the EPA starting in December of 2016, and all permits will need to issue electronic annual reports to the EPA starting in 2020, with a hard copy sent to the state.
14. **Social Media:** London Lacy had no updates. Posting on facebook is still occurring and likes are being received in the 100s.
15. **Additional Discussion:** Monica Rabb requested that storm members remember to add construction and industry outreach to the education activities provided by STORM.
16. **New Business:** Ramona made a motion to support the Environmental Education Exchange book which will be geared to target the middle school audience for \$6,000. Lonnie Frost seconded the motion. There were no members opposed. **The motion to go forward with the Environmental Education Exchange book for the middle school audience was approved**

Adjourn: Justin made a motion to adjourn the meeting. The motion was not opposed, the meeting adjourned at 3:20pm

Next Meeting: The next meeting will be on Tuesday, **January 26**, 2016 at 1:30 PM, at Maricopa County Flood Control offices.



STORM Meeting Minutes

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

Date: January 26, 2016

Facilitator: John Cummings

Meeting commencement: 1:30 p.m.

Members in attendance:

ADOT	Leigh Padgitt	Mesa	Lauren Hynamen
Apache Junction	J.C. Kliner	Phoenix	John Cummings, Chair
Avondale	Drew Bryck	Pinal County	Lonnie Frost
Chandler	Dave Verhelst	Queen Creek	Ramona Simpson, Fiscal Agent
FCDMC	Matt Oller	Queen Creek	Dana Mendoza
Fountain Hills	Raymond Rees	Scottsdale	Justin Bern, Director at Large
Gilbert	Hondo Judd	Scottsdale	Krystal Heyer
Gilbert	Jamie Peterson	Surprise	London Lacy
Glendale	Monica Rabb	Tempe	Christina Hoppes
Luke AFB	Marc Yalom	Public	Todd Williams
Maricopa Cnty	Carl D'Acosta	Public	Rebecca Sydnor
Maricopa Cnty	Kristin Onstott	Public	Hillary Falgiano
Mesa	Derek Castañeda		

1. Round Table Introductions

2. Review/Approval Meeting Minutes

The meeting minutes for November 2015 were reviewed, and London Lacy requested a spelling correction to her name in Section 11. Raymond Rees made a motion to accept the minutes as amended. Ramona Simpson seconded the motion. There were no members opposed. **The November Meeting Minutes were affirmed.**

3. Fiscal Agent Update: Ramona Simpson reviewed the current fiscal balance for STORM. The current balance as of January 2016 is \$42,800.00. All membership dues for the year have come in (Good Job!!!) with the current membership total received at \$55,000.00. Bear Essential approved another \$3,900 through May 2016. Leigh Padgitt requested the costs associated with the 2016 MS4 Summit, the approved \$3,000, be included in the next budget report. Harkins PSA artwork was approved outside of group and will be included in six theaters in outlying areas between Feb 5 and March 3, 2016. Following discussion, Ramona will contact advertising company to find out if there will be analytics for attendance and the comment was made that the group should monitor the STORM website to see if there are more page hits during this campaign. Raymond Rees made a motion to accept the monthly fiscal report. Leigh Padgitt seconded the motion. There were no members opposed. **The monthly fiscal report was approved.**

4. Movie Ad: Ramona Simpson provided the update on Harkins ad screenings during Fiscal Agent Update.

5. Promotional Items: Dana Mendoza announced that the word scramble magnets will be distributed at the February STORM meeting. Dana also provided an update to the status of the approved expenditure for the Stormwater in The Desert, a middle school activity book. The company providing the service reported that they lost the files from the existing workbook and requested an additional \$6,000 to create new illustrations and book format. Dana reported this is still a significant savings even with the set-back and re-iterated that individual members would own the rights to the book and graphics, once designed. Following discussion, Dana Mendoza issued a motion to approve the promotional items, Leigh Padgitt seconded the motion. There were no members opposed; **the motion to spend an additional \$6,000 to design the activity book was approved.**

6. Social Media: London Lacy provided Facebook STORM page analytics handouts for members to review. London presented several interesting statistics on the 'likes' demographics and other important metrics. The point was also emphasized that in order to increase the exposure and subsequent membership on Facebook, everyone needs to 'Share' the STORM Page to

their own profile. The current information presented during the meeting was provided to the STORM secretary for tracking and inclusion in the STORM Annual Report.

7. **Website updates** –Drew Bryck needs suggestions from the website subcommittee. Inform Drew of:
 - a. upcoming events to be posted
 - b. website errors and calendar correctionsLeigh Padgitt requested the Solarflare google analytics update for the next meeting.
8. **Spanish Language Pollution Prevention:** Leigh Padgitt reported that she is working with La Voz and they may provide space for a free advertisement or, even, full story for STORM. She would like to move forward with four topics to present to La Voz.
9. **Library Stormwater Outreach Tool Kit:** Kristin Onstott gave an overview of the library education toolkit to be provided to local area libraries. The kit will be piloted at the Maricopa County Southeast Regional Library in Gilbert. The toolkit consists of six different stations, set up, and instructed by the librarians. There is more information on the County website and there will be a 20-second video clip about the project for interested parties.
10. **Statewide Stormwater Summit 2016:** London Lacy provided an overview of the progress made by the subcommittee and handed out the tentative agenda and event flyer for preliminary review by the group. Some questions and discussion items were:
 - a. Will CEUs be offered for attendees? Consider they require time tracking. Leigh Padgitt will follow up on this item
 - b. Consider a combination of panel discussions and longer presentations in lieu of the numerous short presentations only
 - c. Encourage panel/audience interaction by having people in the seats with cached questions for each presenter
 - d. Consider registration fees to cover the cost of registering for CEUs and/or the food. Maybe add a sponsor, if possible
 - e. **ACTION ITEM:** Rebecca Sydnor to proceed with setting up on-line registration and make sure it includes registration for specific 'blocks'
11. **Phase I update:** No word back from EPA or ADEQ on results from audits of Glendale or Mesa
12. **Phase II update:** There was a 'ten minute' public hearing and formal comments period for the Phase II permit and no formal deadline given for official response to comments. No Phase II cities in attendance at this meeting verbalized that their city planned on taking action on the 'Remand Rule.'
13. **Upcoming Outreach Announcements:** 'Girls Have I.T.' Event at Xavier Preparatory Academy is March 4th at 1 – 3pm for high school girls teaching junior high girls about involvement in science and technology. STORM is participating and representatives need more STORM brochures and SWAG if any other members can spare their leftovers. Please bring to the February meeting. Leigh Padgitt signed up ADOT for Bear Essentials article in May. Pinal County members brought SWAG from Pima County to show the organization. Tres Rios and the City of Mesa are doing Scitech Fest events March 5 and 6, 2016. Ramona Simpson mentioned Queen Creek is no longer having a resource fair.
14. **New Business:**
 - a. ASU Sustainability and AZ State Forestry are having an event for Shadetree Plans and LID. They are looking for sponsorship and this is right up STORM's alley. Following discussion regarding the level of sponsorship, attending members decided to move the \$500 level of sponsorship to a vote. **A motion was made by Leigh Padgitt and seconded by Drew Bryck to sponsor the event for \$500. The motion was approved.** The event will be held at 424 N Central Avenue in Downtown Phoenix and registration to attend the event is now open.
 - b. London Lacy announced that 'Torrent' obtained a state contract for drywell maintenance.
 - c. Leigh Padgitt mentioned that ADOT inquired about La Voz communications and potential to do a small video in Spanish.
 - d. London Lacy also announced that the outreach posters Surprise was working on are complete and if any participating STORM member would like to use the posters, you just need to provide the city logo.

Adjourn: John Cummings made the motion to adjourn. The motion was not opposed, the meeting adjourned at 3:06pm

Next Meeting: The next meeting will be on Tuesday, **February 23rd**, 2016 at 1:30 PM, at Maricopa County Flood Control offices.



STORM Meeting Minutes

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

Date: February 23, 2016

Facilitator: Justin Bern, Director at Large

Meeting commencement: 1:00 p.m.

Members in attendance:

ADOT	Leigh Padgitt	Scottsdale	Justin Bern, Director at Large
Apache Junction	J.C. Kliner	Scottsdale	Susan Butler
Avondale	Drew Bryck, Vice Chair	Surprise	London Lacy
Buckeye	Robert van den Akker, Secretary	Tempe	Christina Hoppes
FCDMC	Matt Oller	Public	Rebecca Sydnor
Fountain Hills	Raymond Rees	Public	Misti Burkman
Maricopa Cnty	Kristin Onstott	Public	Brian Christensen
Mesa	Derek Castañeda	Public	Glen Millett
Peoria	Bob Hollander	Public	Dave Jensen
Peoria	Amy Baker	Public	Bob Haneline
Phoenix	Lisa Farinas	Public	Craig Coronato
Pinal County	Lonnie Frost	Public	Wayne Colebank
Queen Creek	Ramona Simpson, Fiscal Agent	Public	Trace Baker
Queen Creek	Dana Mendoza		

- 1:00 Presentation** - LID Guidelines by Dibble Engineering & Logan Simpson Architects
The meeting started at 1:15 p.m. with a presentation on low impact development and green infrastructure by Dibble Engineering and Logan Simpson Architects. The presentation indicated that LID is a part of Green Infrastructure. LID is about protecting water quality, in managing that stormwater quality by keeping it close to its source. According to this presentation, Green Infrastructure is about biodiversity, sustainable infrastructure, anthropocentric function, and about creating a healthy and comfortable area. The idea was developed in Chesapeake Bay in 1999. One of the concerns is to reduce peak flow rates. LID is achieved by decreasing water runoff by holding it on site. Sediments and its constituents are held on site, increasing stormwater pollution prevention, and decreasing stormwater maintenance of local offsite areas.
The presentation included an interesting slide indicating Arizona pollutants in streams, and their work has created a list of tools that would be available for municipalities to use for green infrastructure and low impact design projects. It was also noted that porous pavement significantly decreases the heat island effect.
- Introductions**
- Review/Approval Meeting Minutes** – January Meeting Minutes. The January meeting minutes were presented and there was a name correction amendment. A motion was made to accept the January minutes by Raymond Rees. Lonnie Frost seconded the motion, all members were in favor of the minutes as amended, and the **motion to accept the amended January minutes was approved.**
- Fiscal Agent Update** – Current Balance - Ramona Simpson presented the financial analysis to date. There has been a total expenditure of \$79,000 with an administrative budget of \$4,000, and a contingency budget of \$4,000 for fiscal year 2016. For fiscal year 2015 the total expenditures were \$49,500, with administrative and contingency fees amounting to \$4,950. For the current expenditures, there was an approval of up to \$3,000 for the Arizona Statewide Summit, there was an approval of \$500 for the tree shade summit, there was an approval of \$12,000 for the education book for middle school, there was is an approval of \$15,000 for promotional items, there was an approval of \$230 for the GoDaddy account, and \$250 for website updates. There was an approval

of \$3,900 for Bear Essential News, of which \$2600 has been spent. There are still more ads that are to be placed and not all ads placed have been billed. There are approximately \$8,919 remaining after all existing approvals and expenditures have been posted. Raymond Rees made a motion to except the fiscal agent update, Lonnie Frost seconded the motion, and all members were in favor; the motion to accept the January Fiscal agent update was accepted.

5. **Action items updates**

- a. Movie Ad – updates – Ramona Simpson indicated that the free ad static displays don't have good statistics, so for annual reporting, we will only be able to provide “best possible estimates” of reach or estimated number of people that have observed the ad; however, since the ad is free, it is still recommended to continue with this idea next year. We also have a paid ad, but we don't have statistics for that ad placement yet.
- b. Promotional Items – Dana Mendoza indicated that the book is to be underway soon; however there is a need for a subcommittee to provide help with content. The subcommittee will have conference calls and possible face to face visits to work on this project. Please get in touch with Dana. Phone: 480-358-3194, e-mail: dana.mendoza@queencreek.org
- c. Social Media (fb) – London Lacy indicated that they are still posting to facebook, and continues the request that everyone participate in posting. There was ongoing discussion on the feedback of facebook, and it was there was an **ACTION ITEM** that London Lacy and Drew Bryck bring Google Analytics and Facebook analytics to the next meeting.
- d. Web updates, Data Entry, and Calendar Posting: Drew Bryck indicated that the page had been updated by using the subcommittee with Robert van den Akker, Monica Rabb, and Carl D'Acosta. **ACTION ITEM: ALL** - Drew reminded everyone to send him an email (dbryck@avondale.org) for calendar updates so that they may be added to the front page of the STORM website. This is a separate action from everyone entering in their own stormwater related outreach to the STORM calendar.
- e. Spanish Pollution Prevention Advertisements – Leigh Padgitt, indicated that attempts to pursue the Spanish language advertisement with La Voz was not fruitful due to a lack of response from many avenues and attempts of trying to contact them.
- f. Library education toolkit - Kristin Onstott reported the toolkit has been made available to the Southeast Regional Library. The plan is for the library to try it and determine how it works. The intent is for successful parts of the kit will be duplicated and may be used by anyone interested party, with a request to STORM to assist with purchasing costs. Kristin will report back after test results are completed.
- g. Statewide Stormwater Summit – London Lacy reported the posting of the Arizona Statewide Summit announcement. The format will be different from previous summits with a civil engineering, industrial, and municipal section. The summit will be on May 3rd, 2016 from 7:30 a.m. to 5 p.m., and there will be a number of presenters including multiple ADEQ staff.

6. **Phase I/II Permit Discussion – Phase I/II**

- a. Phase II: It was noted that Chandler was being audited during this meeting. It was also noted, that responses to comments should be issued in late March. The permit is expected to be issued at the same time. It is important to note that there will be a 30 day response time if anyone wants to make a legal argument against the issued permit.
- b. Phase I news: It was reported that audit reports had not been returned.

7. **Upcoming Outreach announcements: all**

8. **New Business / Announcements**

- a. **ADOT outreach activity:** Leigh Padgitt indicated that ADOT is doing an Illicit Discharge Improper Disposal radio station ad regarding throwing trash out of cars. They would be happy to provide the outreach activities and reach or other analytics available, and the measures of effectiveness used for the outreach campaign.

- b. **Sustainable Cities Network Regional Tree and Shade Summit 2.0** - March 9, 2016, AE England Building, ASU Downtown Campus, 424 North Central Avenue Phoenix, AZ 85004 – person to man a table.
- c. **Promotion of Affiliate Membership** –Robert van den Akker discussed affiliate membership as worded in the current By-Laws of STORM. Robert mentioned the idea of encouraging affiliate membership in order to increase funding sources, increase the knowledge pool at meetings, increase volunteers for subcommittees, and thereby increase our ability to provide quality public outreach. The discussion included municipal members, the affiliate member, engineering and other contractors in attendance. Opinions representing both sides of the topic. Discussion included possibly offering value added activities and events by STORM to create a reason for attendees to become affiliates. These included trade shows, quarterly lunches with local municipal presentations and affiliate member presentations, and advertisement in the annual report and on the website. The public attendees indicated that they would be interested in hearing about Phase I and Phase II permits and how municipalities will meet the challenges, and possible solutions that contractors may be able to provide. Dissenting ideas included that the additional activities would be outside of the scope of the public outreach purpose of STORM. **ACTION ITEM:** It was requested that a subcommittee be formed to review the Articles of Incorporation, the By Laws, and the 301 C limitations, and to inquire of the attorney to see if the idea was even able to be considered. The subcommittee should report back to the members at the next meeting along with possible ideas for the value added activities that might be pursued if viable. The subcommittee included: Robert van den Akker, Lonnie Frost, Drew Bryck, Raymond Rees, and Ramona Simpson

Adjourn: Raymond Rees made the motion to adjourn. All members were in favor, the meeting adjourned at 2:45pm

Next Meeting: The next meeting will be on Tuesday, **March 22, 2016 at 1:00 PM**, at Maricopa County Flood Control offices.



STORM Meeting Minutes

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

DRAFT1

Date: March 22, 2016

Facilitator: Justin Bern, Director at Large

Meeting commencement: 1:05 p.m.

Members in attendance:

ADOT	Leigh Padgitt	Peoria	Amy Baker
Apache Junction	J.C. Kliner	Pinal County	Lonnie Frost
Buckeye	Robert van den Akker, Secretary	Tempe	Justin Bern, Director at Large
Chandler	Dave Verhelst	Scottsdale	Krystal Heyer
Fountain Hills	Raymond Rees	Surprise	London Lacy
Glendale	Monica Rabb	Tempe	Christina Hoppes
Luke AFB	Marc Yalom	Public	Todd Williams
Maricopa Cnty	Carl D'Acosta	Public	Scott Taylor
Mesa	Derek Castañeda	Public	Ryan Christensen
Peoria	Bob Hollander	Public	Christina Gonzalez

1. **Pre-meeting presentation:** commenced at 1:05 with a presentation from NMSA: Scott Taylor, of Michael Baker International, Vice Chair of NMSA, the National Municipal Stormwater Alliance. Scott indicated that his intent was to try to get STORM to join NMSA. He indicated the purpose of NMSA is to create a unified voice and purpose of the municipalities; to assist populations to recognize stormwater as a resource; to change public Image of stormwater; to create more public and multi-benefit uses such as stormwater systems with streets and bike Lanes, and to restore wetlands in green areas; to be proactive by increasing communication between the permiters and permittees; to have a national public education campaign; to create a Consolidated training and credentialing; to work on pollutant load reduction credit program. The vision of NMSA is to create clean water for the nation, and the mission is to be efficient, effective, and based on science. There's an executive committee and a steering committee the steering committee is all the members. The executive committee is a small group of leader municipalities and the steering committee is all the members. All members will have a vote. The group meets once per year at WEFTC. Scott clarified that the group is not a C6 but a C3 which means the purpose is not lobbying but education; however, up to 10% may be used for lobbying. The STORM members agreed to hold the discussion on whether or not to join an MSA at the April meeting.
2. **Meeting start:** The official meeting was called to at 1:46 p.m. with introductions.
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**. If there are no aye 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.
3. **Review/Approval Meeting Minutes** – February Meeting Minutes. Justin Bern made a call for a motion to accept the meeting minutes; Raymond Rees made the motion to accept the minutes, and Lonnie Frost seconded the motion. Justin made a request for discussion. As there was no discussion, Justin made a call to the members for “nays” or descent on moving with the minutes. There were no nays, **the February minutes were so moved.**
4. **Fiscal Agent Update** - Justin called for a motion to accept the financial update. Leigh Padgett noted a discrepancy of \$2,000.00 versus \$3,000.00 that had been agreed by the members for the Arizona Statewide Stormwater Summit, and if that had been defined. Robert indicated that it should have stated \$3000.00, but had not been changed. It was agreed that Ramona Simpson would need to clarify if this point before the financial update could be approved. Justin noted that the motion to approve the meeting minutes would be held for the next meeting.
5. **Action items updates:**
 - a. **Promotional Items:**
 - i. **Movie Ad:** discussions was put on hold until the next meeting

- ii. **Affiliate Membership:** discussion was put on hold until the next meeting
- iii. **Junior High Book:** Robert reminded members of a request for Vector files of their Municipal logos to be sent to Dana Mendoza. dana.mendoza@queenecreek.org
- b. **Social Media:** London Lacy provided a presentation on Facebook activity. She indicated that STORM has 153 fans, and reminded the members that social media depends on the idea of “what's-in-it-for-me” factor for participation. She indicated that the Analytics being presented came from Source Analysis and has a cost associated with monthly updates. It was mentioned that it would be good to consider the analytics for ongoing basis and for input into our annual report. She presented a number of analytics and noted that for the small number of fans, we have we are able to get information on the population that is viewing our Facebook posts. **Action item:** It was requested that London follow up with the cost of ongoing analytic information for Facebook and for our website
- c. **ADOT marketing:** Leigh Padgett noted that the “do not litter campaign” ad is still “in-process.” The ad is expected to have multiple avenues of use and should also be posted on the ADOT blog. They will be available upon completion for review. They will be shared via the Thursday News when available.
- d. **Library education toolkit:** Carl D’Acosta indicated that the toolkit has a number of different parts, but only those that are hands on items appear to be used, so they are trying to change the kit to increase the number of actual Hands-On activities. It was noted that as real world examples of activities are evaluated, the toolkit will be completed. It is currently being tested in a few County Libraries. Once the results come back, and the kit is fine-tuned, it will be presented to STORM to assist with purchasing more supplies, and making it available to each Municipal Library and other venues as desired. It is hopes to have an update for the April meeting.
- e. **The Statewide Stormwater Summit:** London Lacy reported that the summit is on May 3rd, at the ADOT phoenix facilities. STORM and PAG have posted it on their website, and registration is currently up on the AZSTORM.org. London put out a call for volunteers for the meeting: moderator, registration table, sign assistance, clean-up assistance. Additionally, they are working on making this a zero-waste event, and there is a request for posters of BMP to be displayed in the hall. **Action item:** There was a request to add the registration page to the events box on AZSTORM.org, Robert said he would follow up with Drew.
- 6. **Phase I/II Permit Discussion** – Phase I/II: There were no comments related to the Phase I or Phase II permits
- 7. **New Business / Announcements**
 - a. **ADOT outreach activity:** Robert van den Akker mentioned that the next meeting would start at 1:00 and would have Doug Pacey, Communications Project Manager for ADOT, as the presenter. ADOT has had significant success with their social media program, and Doug will present on it.
 - b. **STORM originality:** Robert van den Akker indicated that there are multiple STORM groups located throughout the nation, and that he has sent out a request for contact to them for ideas and lessons learned
 - c. **Post-construction booklet:** Peoria mentioned that they have a booklet on post-construction that would be very helpful and Amy Baker of Peoria will bring some booklets to the next meeting on post-construction it was written in 2014
 - d. **Pool Drain discharge:** Derek Castañeda requested members to provide feedback on who allows pool drains to their MS4. There was some discussion and there was a request to follow up with Derek. Derek.Castaneda@mesaaz.gov

Adjourn: Justin requested a motion to close the meeting. Raymond Rees made a motion to close the meeting, and Robert van den Akker seconded the motion. There were no members in disagreement, **the motion to adjourn the meeting was moved at 2:45 p.m.**

Next Meeting: The next meeting will be on Tuesday, April 26, 2016 at 1:00 PM, in the [Adobe Room](#) at the Maricopa County Flood Control offices.



STORM Meeting Minutes

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

APPROVED – 5-24-16

Date: April 26, 2016

Facilitator: John Cummings, Chair

Meeting commencement: 1:05 p.m.

Members in attendance:

Avondale	Drew Bryck, Vice Chair	Pinal County	Lonnie Frost
Buckeye	Robert van den Akker, Secretary	Scottsdale	Krystal Heyer
Fountain Hills	Raymond Rees	Scottsdale	Seandale Poe
Luke AFB	Marc Yalom	Surprise	London Lacy

1. **Pre-meeting presentation:** commenced at 1:05 with a presentation from Doug Pacey on ADOT Social Media activity. Doug indicated that they have 4 staff performing twitter updates 20 hrs every day. They have issued 100K tweets, and these have all been performed live. The resource concern with Twitter is that there is a need to follow social activity to be able to make social references. Additionally, they built a level of expectation and now have to continue this level to maintain attention. For social media activity, there needs to be the ability to take a risk, to do the unexpected. The biggest challenge that has not been breached yet is the measure of effectiveness. They would like to use crash facts reports and see changes in those reports overtime, but this will have to wait until the next report is issued.
2. **Meeting start:** STORM started at 1:35 with introductions
3. **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 **yea** or **nay**. In the absence of yea votes, 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.
4. **Review/Approval Meeting Minutes** – John Cummings made a motion to accept the March meeting minutes, Ramona seconded the motion. There was discussion on amendments. There were no oppositions to the meeting minutes as amended. **The March meeting minutes were approved as amended.**
5. **Fiscal Agent Update** - Ramona Simpson confirmed that the MS4 Summit was allotted \$3,000.00. She also confirmed that there would be a \$6,200.00 carryover to FY17. It was also discussed that for a budget of \$55K should be planned and percentages should be considered for each activity STORM planned to participate in for FY17. Raymond Rees suggested a budget subcommittee, and the following members volunteered: Raymond Rees, Ramona Simpson, and Drew Bryck. Drew Bryck made a motion to accept the Fiscal Agent Update, Robert van den Akker seconded the motion, there were no apposed. **The fiscal Agent Update was approved.**
6. **Action item updates:**
 - a. **Promotional Items:** Dana Mendoza reported the junior high book will be completed by the end of June, and there is still a need for vector or native logos sent to her ASAP (dana.mendoza@queencreek.org). Dana also mentioned new outreach ideas and direction for the future of promotional items for STORM. She indicated purchasing signs and putting them into retention basins and low impact design areas. She also mentioned partnering with different municipalities/agencies and adding permanent signage that would attract attention and have more meaning than the traditional promotional items that have not fully proven to have significant impact value. This will be added to the agenda for the next meeting.

- b. **Movie Ad:** Ramona Simpson indicate that we had adds at AMC and at Harkins Theaters. AMC was a paid ad, she will follow up with the results of this effort, and Harkins was a free ad that will not produce any results for their information, but we may infer possible numbers reached.
 - c. **Affiliate Membership:** Robert indicated that he will not be able to manage the subcommittee and the concept was handed to the finance subcommittee for consideration
 - d. **Social Media:** London Lacy provided updates on the social media results including: Doggy doo game has had 515 views and the STORM fb page has had 181 likes.
 - e. **Web Update:** Drew Bryck reported that the website had been updated, and comments are requested. A reminder was given to everyone to continue to check the website for accuracy for their municipality.
 - f. **Pending items: ADOT marketing and Library education toolkit:** These items are to be reported next month
 - g. **The Statewide Stormwater Summit:** is expecting a max crowd with significant registration for attendance.
7. **Phase I/II Permit Discussion – Phase I/II:** There were no comments related to the Phase II permits Phase I permittees noted audit results had been provided indicating a few common concerns including: an expectation for a heavy integration of FOG programs in the stormwater IDDE program, a regular maintenance of outfalls, and an expected response time to complaints of 3 business days. There was also a comment of too many databases being used.
8. **New Business / Announcements**
- a. Channel 12 had approached Robert van den Akker for coordinating with STORM on outreach activities. Members agreed to have a presentation. Robert was to follow up with Channel 12 to set up a presentation
 - b. Congrats to Leigh for her new job with the City of Phoenix!
9. **Action Item(s) Summary:**
- a. The STORM banner(s)– needs to be replaced soon. Robert was to follow up to see who had information on the banner
 - b. A request was made for members send out instructions to google calendar to members. Drew and Robert would follow-up on this
 - c. Robert was to send voting reminders for the June meeting
 - d. The Bear Essential News was to be added to the next agenda for consideration for the next year
 - e. Subcommittee(s): Finance subcommittee to develop a plan and percentages to be allocated for each activity STORM planned to participate in for FY17. This information may be provided to the next board for decisions to be made within the first two months of the fiscal year

Adjourn: John Cummings asked for a motion to close the meeting. Justin Burn made a motion to close the meeting, and Robert van den Akker seconded the motion. There were no members in disagreement; **the motion to adjourn the meeting was moved at 3:00 p.m.**

Next Meeting: The next meeting will be on Tuesday, May 24, 2016 at **1:30 PM**, in the **Adobe Room** at the Maricopa County Flood Control offices.



STORM Meeting Minutes

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

Date: May 24, 2016

Facilitator: John Cummings, Chair

Meeting commencement: 1:30 p.m.

Members in attendance:

ADOT	Julie Manfredi	Peoria	Amy Baker
Apache Junction	J.C. Kliner	Phoenix	John Cummings, Chair
Avondale	Drew Bryck, Vice Chair	Pinal County	Lonnie Frost
Buckeye	Robert van den Akker, Secretary	Queen Creek	Ramona Simpson, Fiscal Agent
Chandler	Dave Verhelst	Queen Creek	Dana Mendoza
Fountain Hills	Raymond Rees	Scottsdale	Krystal Heyer
Gilbert	Jamie Zanazzo	Surprise	London Lacy
Glendale	Megan Sheldon	Tempe	Christina Hoppes
Maricopa Cnty	John Shepherdson	Public	Rebecca Sydnor
Mesa	Lauren Whittaker	Public	Hillary Falgiano

1. **Meeting start:** at 1:30 with introductions
2. **Review/Approval Meeting Minutes** – Raymond Rees made a motion to accept the April meeting minutes, Ramona seconded the motion. There was discussion on amendments; some amendments were noted for spelling of names. There were no oppositions to the meeting minutes as amended. **The April meeting minutes were approved as amended.**
3. **Fiscal Agent Update** - Ramona Simpson provided a spreadsheet that showed FY14 – 16 expenses, and the FY16 amended expenses. The data showed a FY14 receipt of 49K, a FY 15 Receipt of 56K and a FY16 receipt of 55k through membership dues. Similarly, FY14 expense of 26,845 for advertising, FY15 expense of 68,311 for advertising, and FY17 expense of 78,814 for advertising. The ending balances of 48K, 53K, and 20K. The expected ending balance is \$6,450. Raymond Rees made a motion to accept the Fiscal Agent Update, Robert van den Akker seconded the motion, there were no apposed. **The fiscal Agent Update was approved.**
4. **Action item updates:**
 - a. **Promotional Items:** This item was tabled until the next meeting
 - b. **Movie Ad:** Ramona Simpson reviewed the movie ad placement deals for the next year including AMC and Harkins. The amounts were discussed, but no decision was made, the item was tabled for the next month.
 - i. AMC was to be 158 screens to 9 theaters and 2 million impressions for a 15 second piece for \$15,000.00.
 - ii. Harkins was 96 screens in 6 theaters with 1.4 million impressions for a 30 second piece for \$11,000.00.
 - c. **Affiliate Membership:** Discussion occurred with a request for guidelines and statements:
 - i. What does it means to be an affiliate
 - ii. Provide a description of services provided to an affiliate or a sponsor.
 - iii. clearly state that it is not a voting opportunity.
 - d. **Social Media:** London Lacy indicated that the STORM fb page has had 187 members – that is 6 more than the previous month.
 - e. **Web Update:** Drew Bryck reminded everyone to continue to check the website for accuracy for their municipality, and to add anything to the front page “current activities” to also send that to Drew @ dbryck@avondale.org

- f. **Pending items: ADOT marketing and Library education toolkit:** These items are to be reported next month
 - g. **The Statewide Stormwater Summit:** London Lacy noted that it was a great event, well attended with approximately 135 attendees, and a total of \$2139.00 spent. Recycle City charged \$25.00 to assist with the recyclable trash, and all of the presentations are available on the STORM website.
5. **Phase I/II Permit Discussion** – Phase I/II: There were no comments related to the Phase II permits Phase I permittees had no comments.
6. **New Business / Announcements**
- a. Channel 12 will be presenting in July at 1:00
 - b. Clean Water Starts With You video presented by John Cummings – a 30 second video with a \$12K cost and an additional \$600 for translation to Spanish.
 - c. Reminder from London Lacey of the video that the City of Surprise made and is available for all members.
 - d. Robert reminded all of the survey and member nomination for the next fiscal year.
 - e. BEN – Robert reminded all that we need to make a decision if we are going to use Bear Essential News outreach, and to consider effective value as an outreach tool. It was agreed to table this decision until the next meeting
7. **Action Item(s) Summary:**
- a. MP4 of Move Ad – to be sent out to members. Ramona Simpson/Robert van den Akker
 - b. Digital Data Storage / Cloud Storage – John Cummings, Drew Bryck
 - c. Digital data entry online – Robert van den Akker
 - d. Affiliate Membership: Finance subcommittee to create guidelines:
 - i. What does it mean to be an affiliate
 - ii. Provide a description of services provided to an affiliate or a sponsor.
 - iii. Clearly state that it is not a voting opportunity.
 - e. Robert to share the budget scenarios for the next STORM meeting budget decision
 - f. Subcommittee(s): Ramona reminded all that the budget for FY17 is expected to be \$55,000.00, with a \$6,000.00 reserve holding. It is recommended that all members review the scenarios she has provided, or suggest a different scenario, for a vote at the next meeting.

Adjourn: John Cummings asked for a motion to close the meeting. There were no members in disagreement; **the motion to adjourn the meeting was moved at 3:10 p.m.**

Next Meeting: The next meeting will be on Tuesday, **June 28, 2016 at 1:00 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.



STORM Meeting Minutes

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

Draft 2

Date: June 28, 2016

Facilitator: John Cummings, **Chair**

Meeting commencement: 1:00 p.m.

ANNUAL MEETING

Members in attendance:

Apache Junction	J.C. Kliner	Peoria	Amy Baker
Buckeye	Robert van den Akker, Secretary	Phoenix	John Cummings, Chair
Chandler	Greg Wise	Phoenix	Leigh Padgitt
El Mirage	Jamie McCullough	Pinal County	Lonnie Frost
FCDMC	Matt Oller	Queen Creek	Dana Mendoza
Fountain Hills	Raymond Rees	Scottsdale	Krystal Heyer
Gilbert	Jamie Zanzotto	Scottsdale	Seandale Poe
Glendale	Monica Rabb	Surprise	London Lacy
Luke AFB	Jeff Schone	Tempe	Christina Hoppes
Luke AFB	Robert Tetla	Tempe	Justin Bern, Director at Large
Maricopa Cnty	Carl D'Acosta	Public	Rebecca Sydnor
Mesa	Derek Castañeda	Public	Christina M Gonzalez

1. **Meeting start:** at 1:00pm with an announcement that the Annual Meeting would commence with introductions
2. **Review/Approval Meeting Minutes** – Raymond Rees made a motion to accept the April meeting minutes, Justin Bern seconded the motion. There was discussion on amendments, and amendments were noted for miss-spelling. There were no oppositions to the meeting minutes as amended. **The April meeting minutes were approved as amended.**
3. **Fiscal Agent Update** – Ramona Simpson, in absentia, provided a spreadsheet that showed FY14 – 16 expenses, and proposed expenses for FY17. Raymond Rees made a motion to accept the Fiscal Agent Update, Justin Bern seconded the motion, and there was discussion to accept the updated report without accepting the proposed FY17 budget. There was no opposition. **The fiscal Agent Update without accepting the FY17 proposed budget was approved.**
4. **Annual Vote for the Board of Directors** - nominations for received and names of all members nominated were written on the white-board and voting ballots were handed out. The voting commenced and the results of the winning members are as follows
 - Robert van den Akker received 13 votes for Chair
 - Carl D'Acosta received 9 votes for Vice-Chair
 - Drew Bryck received 8 votes for Secretary in absentia
 - Ramona Simpson received all votes for Fiscal Agent as there was no opposition
 - Christina Hoppes received 10 votes for Director at Large

This board will commence at the next meeting in July for the new FY17; however, it was mentioned that the position of Secretary was issued to Drew Bryck in absentia, and would be addressed to Drew and if the position was not accepted, nominations and voting or volunteer acceptance if unopposed might occur in the July meeting.
5. **Action item updates:**
 - a. **Promotional Items:** Dana Mendoza presented the Stormwater educational outreach book for 6 through 8th grade range. It was mentioned that money for printing was still needed to be proposed at the next budget discussion, as well as partnerships with local agencies and groups. It was also mentioned to place the finalized version on our website and to also create an online portal for resources such as this book and other items that may be used by anyone as long as STORM is given credit for the work.
Lonnie Frost, Christina Hoppes, Dana Mendoza, and Drew Bryck had all mentioned the possibility of working with other groups to share this book with other agencies. Lonnie mentioned presenting collaboration with PAG. A motion was made to make the book available to other groups to print at no cost. The motion was seconded by Justin Bern, in discussion there was no opposition. **The motion to make the STORMWATER IN THE DESERT Middle School Activity Book available for free as long as STORM is recognized as the developer for the book was affirmed.**
 - b. **Annual Budget:** This item was tabled until the next meeting
 - c. **Movie Ad:** This item was tabled until the next meeting
 - d. **Promotional Items:** This item was tabled until the next meeting

- e. **Affiliate Membership:** This item was tabled until the next meeting
- f. **BEN:** Continuation of advertising in the Bear Essential News was tabled until the next meeting
- g. **Social Media:** London Lacy indicated that the STORM fb page has had 189 members – that is 2 more than the previous month. An analysis graph of site visitors was provided.
- h. **Web Update:** Drew Bryck was not present, but it was mentioned to continue to check the website for accuracy for their municipality, and to any adjustment requests to dbryck@avondale.org
- i. **Stormwater Education Toolkit:** The toolkit is still being tested including adding more hands-on items and fine tuning the process. This item is requested to be put on hold until further notice. The next step after fine tuning the kit is to present a cost to STORM to create a number of kits for libraries and other places throughout the region.
- j. **Annual Report:** Robert requested a subcommittee to assist with putting together a report Monica Rabb and London Lacy agreed to assist
- k. **Statewide Stormwater Summit:** FY16 Summit was a success. This item is a placeholder for a FY17 or FY18 summit.
- l. **NMSA membership:** Robert van den Akker made a motion to secure a year of affiliation with this national group, Justin Bern seconded the motion. A call for discussion included the stipulation of an evaluation year and then to continue to vote each year to ensure that the scope of NMSA was in accordance with the needs and aspirations of STORM. All members were in favor, none opposed. Robert would contact NMSA regarding the decision. **The motion to join NMSA and annually evaluate to ensure association actions remain in accordance with the needs and aspirations of STORM each year was affirmed.**

6. Phase I/II Coalition Discussion

- a. Phase I Coalition: There were no comments
- b. Phase II Coalition: Robert van den Akker announced that the Phase II Coalition would begin quarterly meetings in FY17. Potentially in the middle of the month and at MCFCFD or MCESD with GoToMeeting capabilities. The purpose of the meeting would be to discuss compliance, lessons learned, implementation methods, etc.

7. New Business / Announcements

- a. Channel 12 will be presenting in the July meeting starting at 1:00pm

8. Open Discussion:

- Maricopa County Outreach activities from 2012 through 2015 received a National Association of Counties award for Youth and Outreach Education (NACo)
- El Mirage mentioned that they had been audited, and findings finally came back. The State had indicated their lack of Outreach to businesses needed to be changed. One such example was an unmanned car wash that had discharged into the storm system; it was found that the discharge was actually wastewater from mobile tattoo parlors that would clean their equipment at this unmanned car wash.
Jeff Schone of Luke Air Force Base mentioned P4 Partnerships wanted to streamline shared services to follow the footprint of the 101. He indicated a meeting had occurred with senior municipal and base leadership and everyone agreed to work with this partnership. Agreements could include sharing of: landfill, solid waste, HHW, education and outreach and other services. Jeff would like to establish a Sustainability Council for the West side. (Public-Public; Public-Private (P4) Partnerships)
- London Lacy mentioned the City of Surprise had adopted their Stormwater Utility on May 17th. The Stormwater utility has a usage calculation - one residence equals 3024 square feet impervious surface, an average for all residences in the City.
- Luke Air Force Base turned in their annual fee to Leigh Padgitt

Adjourn: John Cummings asked for a motion to close the meeting. There were no members in disagreement; **the motion to adjourn the meeting was moved at 2:45 p.m.**

Next Meeting: The next meeting will be on Tuesday, **July 26, 2016 at 1:00 PM**, at the Maricopa County Flood Control offices to allow for a presentation from 12News

Note - Meeting decorum: all new items will be started with a request to hear a motion, a declaration of a motion, and the motion seconded, then 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 “yea” or “nay.” In the absence of yea votes, 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. Discussion should be limited to 15 minutes.