

## Meeting Minutes

Tuesday, January 24, 2017, 1:30 p.m.

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



**Facilitator:** Carl D'Acosta, Vice Chair

### 1. Introductions:

Adam Craig	Apache Junction
Drew Bryck	Avondale
Jamie McCullough	El Mirage
Matt Oller	FCDMC
Raymone Rees	Fountain Hills
Jamie Zanazzo	Gilbert
Anne Stahley	Glendale
Carl D'Acosta	MC ESD (STORM Vice Chair)
Derek Castaneda	Mesa
Amy Baker	Peoria
Leigh Padgitt	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Krystal Heyer	Scottsdale
Graig Lynch	Scottsdale
London Lacy	Surprise
Christina Gonzalez	Public

### 2. Review/Approval Meeting Minutes: November 22, 2016 Meeting

With no changes necessary, a motion was made by Raymond and seconded by Leigh to approve the minutes – vote was unanimous in favor.

### 3. Fiscal Agent Update: Ramona reported that all member fees for FY16-17 have been collected. She noted an end of December account balance of \$41,387 with total expenses (thus far) in FY16-17 of \$22,694. A motion was made by Raymond and seconded by Leigh to approve the fiscal update – vote was unanimous in favor.

### 4. Action item updates:

- a. "Pick Up Where Your Dog Left Off" Stickers– Lonnie distributed the stickers to the members present and noted that the printer provided extra stickers.
- b. NMSA – Carl noted, and several members remembered, the original presentation from NMSA indicated that no fees were required so, the current announcement that NMSA would be billing retro-active fees was disappointing. Drew suggested, and the group agreed, to table this discussion pending hearing from NMSA on their proposed fees.
- c. Subcommittee Reports
  - i. Channel 15 Outreach – John Cummings, Carl D'Acosta, Emily Lesaur, John Meyer, Robert van den Akker, Drew Bryck: ABC 15 was unable to attend and will be asked to attend next month's meeting to provide an update on the outreach program.
  - ii. Target Audience / 5-Year Plan – Leigh Padgitt, Ramona Simpson, Monica Rabb, London Lacy, Robert van den Akker: Leigh provided copies of the committee's proposed "Five-Year Outreach Plan". Leigh and Ramona commented on the development of the plan and the guidance it provides for coordination / correlation of outreach programs and opportunities. A copy of the Plan is attached to these minutes.

- iii. Facebook – London provided and reviewed a handout showing information on Facebook outreach. She noted that 780 folks have “liked” the page (up from approximately 150) showing the benefits of the ABC 15 outreach. She also shared that 67% of viewers are women and that the page is being visited from people from around the world (e.g. Philippines, India, Brazil, Columbia, etc.).
- iv. Web – Drew thanked Leigh for the article she provided. He encouraged everyone to put their outreach events on the site, not only for advertising but also to ensure they will be included in the annual report.
- d. Public-Public Public-Private (P4) Update: Ramona said that she had attended the first two meetings where the focus was solid waste and electrical component recycling. Ramona noted that the next meeting will be at Luke AFB and will include a tour of their facilities.
- e. Upcoming Outreach Announcements
  - El Mirage – January 28<sup>th</sup>: Public Safety Day / Science Tech Festival
  - Fountain Hills – February 24-26: Chamber Great Fair
  - Gilbert – March 8-9: Water Festival (for 4<sup>th</sup> grade students)
  - Peoria – February 8: Water Festival (for 4<sup>th</sup> grade students)
  - Phoenix – February 10-12: Chinese Cultural Festival; February 26: Coronado Home Tour

**5. Phase I/II Coalition announcements:**

There is a Phase II Coalition meeting tomorrow (January 25<sup>th</sup>) at MC ESD.

**6. New Business / Announcements:**

- a. Arizona Forward entry for STORMWATER IN THE DESERT book – Drew reported that this will be submitted in September and the event will occur in October. Drew will take the lead in preparing the submittal. Anne recommended that lots of support materials be gathered and used in the submittal. Drew asked anyone using the Stormwater books take pictures of classroom, teacher, and student experiences and forward them to him.
- b. The need for a committee to work on promotional items was discussed. Ramona noted that there is approximately \$13,500 remaining in the FY16-17 budget that can be used for promotional items (~\$3,000 Promotional Items + \$3,500 Unbudgeted + \$7,000 MS4 Seminar/Events = \$13,500). She noted the short time frame (less than six months left in FY16-17) to use this money. Leigh volunteered to head up the committee and Raymond and Carl volunteered to serve on it. Their goal is to bring recommendations to the February meeting. Leigh encouraged everyone to send ideas/thoughts to her for consideration.

**7. Adjourn: 2:40**

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

March 28  
April 25  
May 23

June 27  
July 25  
August 22

September 26  
October 24  
November 28

STORM Five Year Outreach Plan

Revised – January 24, 2017

When	Theme	Topics	
Fiscal 2017 (November 2015 – June 2017)	What is a Storm Sewer System	Sanitary versus Storm (and Private versus Municipal); Who's is What? What Belongs Where?	
Fiscal 2018 (July 2017 -- June 2018)	At Home – Pools, Pets, and Lawns	General public backwashing (Code), bag/it it, pick up feces, manage herbicides and fertilizers	Business – chemical suppliers, exterminators, landscapers; same messages, tailored
Fiscal 2019 (July 2018 – June 2020)	Way of Life – Construction Sites, Mobile Business, and Illegal Dumping	General – know what's legal and prohibited, how and what to report	Business – permitting opportunities, best practices
Fiscal 2020 (July 2019 – June 2020)	On the Town – Industrial Parks and Restaurants	General – trash, flows when there has not been any rain	Business – parking lots, disposal/dumpsters, wash down, runoff
Fiscal 2021 (July 2020 – June 2021)	Out and About – Auto Repair and Salvage	General – routine maintenance, leaks	Business – property management, pretreatment

Children will continue to receive all the same messages as the general public in a format that can be related to various educational levels. One avenue for the continued outreach to children is to support the various agencies' education programs by developing, producing, and printing resources and educational materials, such as the Middle School Education Book, and promoting other campaigns. Additional options include engaging in partnerships, such as Environmental Education Exchange (EE), Salt River Project (SRP), and A7 Water. STORM would provide watershed-level information across the region and make resources available to communities through valley-wide educational programs. All messaging would be produced in English and Spanish.