

## Meeting Minutes

Tuesday, March 28, 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
Abdul Rashid	Casa Grande
Dave Verhelst	Chandler
Raymond Rees	Fountain Hills
Jamie Zanazzo	Gilbert
Monica Rabb	Glendale
Anne Stahley	Glendale
Rob Tetla	Luke AFB
Carl D'Acosta	MC ESD (STORM Vice Chair)
Amy Baker	Peoria
John Cummings	Phoenix
Leigh Padgitt	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Craig Lynch	Scottsdale
London Lacy	Surprise
Monroe Colter	Surprise
Christina Hoppes	Tempe (STORM Director at Large)
Christina Gonzalez	Public
James Heaton	Public
Phyllis Peshkin	Public

### 2. ABC 15 Outreach Update: Brittany Schmidt

A 24-hour, full page background ad was run on March 10<sup>th</sup>. This resulted in 135,540 impressions and 622 visits to the STORM web site. Since February the banner ad has delivered 459,673 impressions with 1,360 visits to the STORM web site. Since February, Face Book ads have delivered 326,923 impressions.

### 3. Review/Approval Meeting Minutes: February 28, 2017 Meeting

With no corrections, a motion was made by Leigh and seconded by London to approve the minutes of the February 28, 2017 meeting. Voting was unanimous in favor.

### 4. Fiscal Agent Update: Christina Hoppes (for Ramona Simpson)

Christina H. reported a bank balance (as of March 23<sup>rd</sup>) of \$33,991. She noted the Yuma Marine Air Station had purchased 400 (of the 450 extra) workbooks at a cost of 80-cents each and this is not reflected in the bank balance. There is approximately \$10,378 in uncommitted budget that can be used for additional outreach.

A motion was made by Raymond and seconded by Leigh to accept the fiscal report. Voting was unanimous.

### 5. Action item updates:

#### a. NMSA – membership fee

Carl reported that there was mistaken information shared at the meeting last month and that there is no retroactive dues/fees. Christina H. explained there is a \$500 annual fee for 2017 to retain STORM's membership.

A motion was made by Carl and seconded by Amy to pay the \$500 dues for 2017 to retain STORM's membership in NMSA. The pros and cons of membership were discussed: Pro – A regional voice at the national level, \$500 is a good price and; Con – What are the benefits to date?

After discussion, voting was unanimous in favor of the motion.

- b. Subcommittee Reports
  - i. Channel 15 Outreach – John Cummings, Carl D'Acosta, Emily Lester, John Meyer, Robert van den Akker, Drew Bryck  
Nothing more to report from Brittany Schmidt's (ABC 15) earlier presentation.
  - ii. Facebook – London Lacy  
London shared a Google Analytics report that shows 17,009 'likes' of the web page in the March 22-March 28 period with a demographic of 67% women and 32% men. She said the numbers do not quite match what ABC 15 is reporting, but the overall results are great. She reported that people really like visuals (pictures) of problems, clean-ups, etc. and asked the group to please send her any good photos they have. London suggested we go to quarterly updates on Facebook.
  - iii. Web – Drew Bryck  
Drew was not in attendance. Jamie reported having trouble accessing the pdf version of the Middle School Workbook off the STORM web site. She could access the "printer" version, but would like the simple, pdf version without the printer marks. Carl will be talking to Drew and will ask that the pdf version (black and white) be put on the site and that older news be taken off the site.
  - iv. Promotional Materials – Leigh Padgitt, Raymond Rees, Carl D'Acosta  
Leigh reported the color changing cups have been ordered, are being produced in English and Spanish, and should arrive next week. We are getting 2,800 cups for approximately \$2,900. She has a quote for two sets of two banners for \$2,400. Dave will order the banners through Chandler's vendor and direct payment to Ramona Simpson.  
Leigh shared several opportunities she had investigated with Green Living Magazine including ads and Launch Party Sponsorships. After discussion, a motion was made by Leigh and seconded by Craig to sponsor a launch party for an approximate cost of \$999 to include a booth, a ¼ page magazine ad, web exposure and email. Voting was unanimous in favor with one abstaining. Note: Christina G. and Amy will collaborate and help with the content of the ¼-page ad. Leigh will report back with options for the launch party (available dates, locations, etc.).  
Leigh will also look at other options for messaged giveaways and report back at next month's meeting.
- c. Public-Public Public-Private (P4) Update  
No reports / updates.
- d. Upcoming Outreach Announcements - All
  - County Fair (April 14-16) – Carl reported that coverage was taken care of except for Saturday – Craig volunteered to help out on Saturday.
  - Tres Rios (April 1)
  - Tempe Festival of the Arts (March 31 - April 2)
  - The Water for People 5k Run (March 11) was a good event with 150 runners in attendance. With some coaching, the DJ did a good job in talking about stormwater.

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

No announcements.

**7. New Business / Announcements:**

- a. Call for open discussion  
No discussion.

**8. Adjourn: 2:55**

**Next Meeting:** Tuesday, April 25, 2017, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

May 23  
June 27  
July 25

August 22  
September 26  
October 24

November 28