

## Meeting Minutes

Tuesday, August 28, 2018, 1:30 p.m.

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



**Facilitator:** Leigh Padgitt, Chair

### 1. Introductions:

Emily Lester	ADOT
Hether Krause	Avondale
Matt Oller	FCDMC
Raymond Rees	Fountain Hills
Kellie Elliott	Gilbert
Monica Rabb	Glendale
David Ramirez	Goodyear
Carl Moser	Luke AFB
Alicia Treece	Luke AFB
Katrece Swenson	MC ESD
Ryan Cavalier	Mesa
Amy Baker	Peoria
Leigh Padgitt	Phoenix (STORM Chair)
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Andrea Hamilton	Queen Creek
Bryce Denton	Scottsdale
London Lacy	Surprise (STORM Board Member at Large)
Christina Hoppes	Tempe (STORM Vice-Chair)
Rjoun Burns	Mohave County
James Heaton	Public

**2. Review/Approval Meeting Minutes:** A motion was made by London and seconded by Ramona to approve the meeting minutes of July 24, 2018. Voting was unanimous in favor.

**3. Fiscal Agent Update:** Ramona Simpson, Treasurer, reported total expenses for FY-18-19, as of July 31<sup>st</sup>, are \$3,572 with total assets at \$35,203 leaving a bank balance of \$31,631. A motion was made by Christina and seconded by Amy to approve the fiscal report. Voting was unanimous in favor.

### 4. Action item updates:

#### a. Subcommittee Reports

- i. Web – Emily Lester, Leigh Padgitt, Christina Hoppes, William Turner, Amy Murray

The committee received additional information from the vendor about website updates. The consultant can rework the current site or completely redesign the site. For complete redesign he asks for example layouts that the customer likes then he can provide a demo to review before the rework. The committee would need to provide/review the content for the updated site. The vendor can recommend a communications professional to assist with content if needed. The vendor offered Google G Suite as a solution for file sharing with a \$250 setup fee.

London pointed out the existing software (Joomla platform) is hard to update and pull analytics off of. We use the website analytics every year in the annual report.

After discussion, Ramona motioned for a not to exceed budget of \$5,000 with Christina seconding the motion. Voting was unanimous in favor.

- ii. Digital (videos, ABC15, etc.) – Ramona Simpson, Andrea Hamilton, Lonnie Frost, Kellie Elliot, Leigh Padgitt, Christina Hoppes  
E3's proposes producing three 30-second, broadcast ready, videos at a cost of \$17,600 themed around: painters; auto fluids; and, carpet cleaners.  
ABC15 is proposing (September through December) a quiz/Facebook post plus producing three IDDE videos (run on connected TV) at a cost of \$8,100.  
After discussion and, considering the expenditures for the full fiscal year, Ramona made a motion for a not to exceed amount of \$42,600 for digital committee use. Amy seconded the motion. Voting was unanimous in favor.
- iii. Promotions – London Lacy, Amy Baker, Krystal Heyer  
Amy discussed the most popular promotional items (per the membership survey) that include: construction hard hat that conceals a USB drive; rain gage; and, portable charger. The costs for these, plus a pop phone socket, were discussed with the general feeling that these items were a bit too expensive. The membership were urged to submit additional ideas for promotional materials to committee members.
- iv. Events – Ramona Simpson, Monica Rabb  
No specific events are planned at this time. Last year's total expenses were approximately \$150.
- v. Material – David Ramirez, David Verhelst, Monica Rabb  
Committee is looking at:
  - Informational brochures for contractors  
The format/content/etc. of the brochures were discussed and a decision was made to use the brochures we already have (available digitally on the web site).
  - BMP Poster  
Information should include drywell/drainage structure maintenance and be useful for contractors and property managers.  
Monica reported that Glendale has produced a similar poster and will make it available for members' use.

Ramona made a motion that not to exceed budgets be allocated as follows:

- Promotions - \$18,500
- Events - \$500
- Materials - \$16,000

Raymond seconded the motion and voting was unanimous in favor.

##### **5. New Business / Announcements:**

- Matt reported the three videos (3 videos produced by E3 in last fiscal year) won second place in the NAFSMA Improving Water Quality competition.
- Monica spoke about an outfall in Glendale their police have welded shut that is now clogged with mostly insulated drink cups (i.e. those used for fountain drinks at convenience stores).
- Leigh talked about "jurisdictional determinations" (JDs) and asked that any comments be forwarded to her.

##### **6. Adjourn: 3:02**

**Next Meeting:** Tuesday, September 25, 2018, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

September 25

November 27

January 22

October 23

No December Meeting

February 26

**PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH**