

Meeting Minutes

Tuesday, April 24, 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
Eileen Dunn	ADOT
Matt Oller	FCDMC
Raymond Rees	Fountain Hills
Kellie Elliot	Gilbert
Heather Schutten	Gilbert
Monica Rabb	Glendale
Anne Stahley	Glendale
David Ramirez	Goodyear
Katrece Swenson	MC ESD
William Turner	MC ESD
Michael Baez	Mesa
Leigh Padgitt	Phoenix (STORM Chair)
Lonnie Frost	Pinal County (STORM Secretary)
Andrea Hamilton	Queen Creek
Bryce Denton	Scottsdale
London Lacy	Surprise
Christina Hoppes	Tempe (STORM Vice Chair)
James Heaton	Public
Rjoun Burns	Mohave County

2. Presentation / Discussion – Brittany Schmidt (ABC15)

Brittany's team made suggestions for outreach through June:

1. ABC15 Facebook Post regarding monsoon season preparations
2. ABC15 Facebook Content Video regarding pool care during monsoon season
3. Facebook Ads targeting landscape companies / contractors
4. Pre-roll running on Youtube and Youtube embedded sites utilizing new dog videos

Discussion on Over The Top Television and utilizing a connected TV Strategy as part of the FY19 Plan. Brittany also talked about the potential to have ABC15 make a 15 and/or 30 second video for pre-roll and future digital purposes.

3. Review/Approval Meeting Minutes: Approval of the March 27th minutes was tabled to next month's meeting since the membership had not been able to adequately review them.

4. Fiscal Agent Update: Andrea (filling in for Ramona) reported that fiscal year expenses, at the end of March, total \$46,199 with a bank balance of \$18,458. There is approximately \$3,000 in the budget that could be used for promotional materials. A motion was made by Raymond and seconded by Christina to approve the Treasurer's report. Voting was unanimous in favor.

5. Action item updates:

- a. Subcommittee Reports
 - i. Channel 15 Outreach – Leigh Padgitt, Christina Hoppes, Andrea Hamilton

Leigh said that she will check to see if the options presented by ABC15 are multilingual.

- ii. Web – Anne reported that the three new videos are now on the web site. She also discussed the best format to share documents (e.g. Google Docs, Dropbox, etc.) and many members voiced concerns because of their municipal IT security practices. She asked about the older PSAs that are still on the web site and it was decided the site needed a general clean-up. Monica and Christina volunteered to help Anne in this clean-up effort.
- iii. Annual Report – Leigh Padgitt, Ramona Simpson, Andrea Hamilton
Leigh reported the report is 95% ready to submit to the web page. The form to enter fiscal year information will be ready after June 1st.
- iv. Videos – Ramona Simpson, Derek Castaneda, Raymond Rees, Lonnie Frost, Andrea Hamilton
Andrea fielded some comments about some difficulty in downloading the videos.
- v. Bylaws – Leigh reported the amended bylaws were sent to the attorney today for review.
- vi. Automotive Business Posters for FY2019 – no report. This will be tabled until the new fiscal year (July 1, or later).

6. Phase I/II Coalition Announcements:

- The Phase I group will be meeting in Tempe on May 17th.

7. New Business / Announcements:

- a. Potential construction industry outreach event (leader and committee members)
The discussion centered on putting on short, and inexpensive, seminars targeting the private construction industry before the end of June. Group size to be ~150 attendees with each municipality providing relevant information that can be shared with the participants. With a lot of construction occurring in the east and west valley areas, it was decided to hold two seminars with Glendale (June 13th) and Gilbert (June 20th) tentatively volunteering to host the seminars.
A motion was made by Raymond and seconded by Christina to allocate a total of \$1,000 for refreshments, etc. for the seminars. The voting was unanimous in favor.
- b. Officer nominations for FY2019 due June 1st (proxy votes due June 22nd)
The Chair and Board Member at Large will not be running again. The current Vice-Chair, Treasurer, and Secretary have consented to serve another year. Please send nominations to Leigh.
- c. Upcoming outreach events
 - London announced that Luke AFB will be doing a latex paint and electronics waste collection event in conjunction with Earth Day next Thursday.
 - Gilbert will be putting on a 'going green to save dollars' class.
 - Phoenix is putting on rain garden workshops in August.
 - Tempe is hosting rain garden workshops this Saturday.
- d. Forester University has produced a webinar dealing with the dos/don't of MS4 public education. After discussion, it was moved by Leigh and seconded by Christina to spend the \$79 to purchase the webinar. Voting was unanimous in favor.

8. Adjourn: 2:32

Next Meeting: Tuesday, May 22, 2018, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

May 22

June 26

July 24



PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH