

Meeting Minutes

Tuesday, July 24, 2018, 1:30 p.m.

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



PRE-MEETING PRESENTERS: Timothy Thurman and Charley Beesley from StormwaterGO gave a presentation on their firm's capabilities as an on-line (24/7 access) training provider.

Facilitator: Leigh Padgitt, Chair

1. Introductions:

Emily Lester	ADOT
Adam Craig	Apache Junction
Matt Oller	FCDMC
Kellie Elliott	Gilbert
Monica Rabb	Glendale
Carl Moser	Luke AFB
Marcella McDonald	MC ESD
Katrece Swenson	MC ESD
Ryan Cavalier	Mesa
Ronnie Ruiz	Peoria
Leigh Padgitt	Phoenix (STORM Chair)
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Andrea Hamilton	Queen Creek
Krystal Heyer	Scottsdale
London Lacy	Surprise (STORM Board Member at Large)
Christina Hoppes	Tempe (STORM Vice-Chair)
Rjoun Burns	Mohave County
Tim Thurman	StormwaterGO
Charley Beesley	StormwaterGO

2. **Review/Approval Meeting Minutes:** A motion was made by London and seconded by Ramona to approve the meeting minutes of June 26, 2018. Voting was unanimous in favor.
3. **Fiscal Agent Update:** Ramona Simpson, Treasurer, reported an end of fiscal year (June 30, 2018) balance of \$28,203. Total expenses for FY17-18 were \$52,004. Total assets receive in FY17-18 were \$80,207 which included \$15,500 in FY18-19 membership dues. A motion was made by Christina and seconded by Leigh to approve the fiscal report. Voting was unanimous in favor.
4. **Action item updates:**
 - a. Subcommittee Reports
 - i. Channel 15 Outreach – Leigh Padgitt, Christina Hoppes, Andrea Hamilton
Brittany Schmidt (ABC 15) provided a May-June report that included:
 - The May Facebook post was themed on monsoon preparations and reached 168,730.
 - The June message repurposed our video on pool maintenance for monsoon preparations and reached 100,649.

- In the May-June period, the pool care, lawn care, and pets videos had 14,080 views and drove 3,019 to the web site. Facebook Ads had 141,131 impressions and drove 1,028 to the web site.
- ii. Web – Emily Lester, Leigh Padgitt, Christina Hoppes, William Turner, Amy Murray
Christina reported that the committee met and have contacted the web consultant. The estimate to revamp the web site is \$1,500 and they plan a follow-up meeting with the consultant in September/October with a goal of having the work completed by January 2019. She noted that software to facilitated document sharing is not included in the cost estimate.
 - iii. Digital (videos, billboards, etc.) – Ramona Simpson, Andrea Hamilton, Lonnie Frost, Kellie Elliott, Leigh Padgitt, Christina Hoppes
The committee met and discussed possible themes for videos including IDDE and post-construction BMP maintenance. A meeting is scheduled with EEE to brainstorm ideas, costs, etc., on August 6th. Billboard and movie theater advertising were discussed and dropped from consideration.
NOTE: The Channel 15 Outreach and Digital committees will be combined.
 - iv. Promotions – London Lacy, Amy Baker, Krystal Heyer, Katrece Swenson
London reported that the committee met and discussed the survey that Amy had sent out. The top votes for promotional materials are: 1. USB (looks like a construction hard hat); 2. rain gage; and, 3. portable charger.
 - v. Events – Ramona Simpson, Monica Rabb, Leigh Padgitt, Marcella McDonald
The committee was unable to meet. Discussion indicated a \$500 budget amount should be adequate. They are considering an outreach/educational event themed on some aspect of construction in the November timeframe.
 - vi. Materials – David Ramirez, David Verhelst, Monica Rabb
Monica reported that they met and discussed developing a handout/pamphlet/poster for HOAs/Industrial Parks on post-construction BMP maintenance. A discussion led to a desire to: 1. have a member's only accessible repository on the web site to share documents; and, 2. make sure all documents are also produced in Spanish. The need for IDDE educational materials was also discussed.

Each committee was asked to vet their proposed budgets for discussion at next month's meeting.

5. **New Business / Announcements:**

- Christina reported the National Municipal Stormwater Alliance (NMSA) annual report is available on their web site. A question arose about STORM's membership in NMSA and whether or not we should budget for membership fees.

6. **Adjourn: 2:38**

Next Meeting: Tuesday, August 28, 2018, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

August 28
September 25

October 23
November 27

No December Meeting

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH