

Meeting Minutes

Tuesday, November 23, 2021, 1:00 P.M.

Virtual

Facilitator: Craig Lynch, Chair

1. Attendance:

Danae Presler	Avondale
Amy Murray	Buckeye
Dave Verhelst	Chandler
Derek Castaneda	El Mirage
Gary Baker	Fountain Hills
Amy Baker	Glendale
Silvana Burgos	Glendale
Craig Lynch	Goodyear
Monica Rabb	Goodyear
Pete Burrell	Goodyear
Autumn Martinez	MC ESD
Tyler Viliborghi	Mesa
Josh Blakey	Phoenix
Lonnie Frost	Pinal County
Kenya Chavez	Tempe
Brad Moore	
Jennifer Drury	
Andrea Jedel	

Presentation made by Andrea Jedel is a municipal stormwater planner in central Washington State. She is requesting participation on Technical Advisory Committees to seek from STORM's membership lessons learned and ideas that worked (1) with stormwater education and (2) how to get management's interest in funding a stormwater program. She is overseeing two grant opportunities that she would also like STORM's membership to become involved in via a Technical Advisory Committee: 1. Creation of a stormwater manual and, 2. Stormwater BMPs for post-construction in an arid environment (using various combinations of rock as filtration as opposed to vegetation) to lessen water consumption. Danae Presler (Avondale) will reach out to Andrea with information on the Sustainable Cities Network. Andrea's attachments will be provided alongside this document.

2. **Fiscal Agent Update:** Craig presented on behalf of Laura in her absence. All members have paid dues. If you have any questions, please contact Laura Nordan lnordan@azdot.gov.

3. Action item updates:

- a. Open Board Member Position FY 21-22: Vice-Chair. If anyone is interested in volunteering for the Vice-Chair position, contact Craig.
- b. Committee Updates
 - i. Educational Materials: Work continues on the BMP Manual and elementary school age activity book with EEE. SOP from committee lead is due to Craig.
 - ii. Digital Media: ABC15 will provide a report at the next meeting. Committee to vote on iHeart Media proposal at this meeting. SOP from committee lead is due to Craig.
 - iii. Events: Tres Rios is February 26 and 27, 2022. This committee needs a lead. Non-lead members of this committee are welcome to coordinate the Tres Rios event.
 - iv. Social Media: Continue to send stormwater messaging and your MS4's event posts to Laura for cross-promotion. Chandler and El Mirage are slated to provide content to Laura during the month of December (general stormwater messaging, upcoming events, etc. to help cross-promote your municipalities)

4. New Business / Announcements:

- a. The NMSA quarterly newsletter will be provided alongside this document.
- b. SOPs for each position are due to Craig by December 31, 2021. If you hold a Board position or are a committee lead, please create your SOP. In January, voting will take place to elect new Board members and committee leads. The SOPs will help guide and provide an understanding of what each position entails.
- c. Voting took place to approve the iHeart Media proposal for FY22. Motion to approve was made by Danae Presler, seconded by Tyler Viliborghi and was unanimously approved.
- d. Voting took place to approve the proposed five-year plan. Motion to approve was made by Josh Blakey, seconded by Lonnie Frost and was unanimously approved.
- e. Voting took place to cancel the December 28, 2021, meeting due to the holidays. Motion to approve was made by Tyler Viliborghi, seconded by Silvana Burgos and was unanimously approved.
- f. The last week of January is Stormwater Awareness Week. Information is forthcoming from Josh Blakey regarding Phoenix's marketing campaign.

Voting took place to adjourn the meeting. Silvana Burgos motioned, Danae Presler seconded and was unanimously approved. The meeting adjourned at 1:44p.

Next Meeting: January 25, 2022, 1:00p, ADOT Large Conference Room, 2140 W. Hilton, Phoenix.
Virtual link not available.

SOLAR FLARE DIGITAL TECHNOLOGIES

6221 Laguna Villa Way
Elk Grove, CA 95758
209.915.8103
www.SolarFlareDigital.com

Dear STORM,

After nearly two decades in service, I have decided to shut down my web design business. I have conducted my final update on the website today, Thursday, January 20, 2022.

Thank you very much for your business over the past few years, and best of luck going forward.

Thank you,

Mark Sanchez

Revenue detail

Total membership dues invoiced	\$ 73,500
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Actual revenue to date	
Received June 2021	\$ 3,500
Received July 2021	\$ 32,000
Received August 2021	\$ 25,000
Received Sept 2021	\$ 2,500
Received Oct 2021	\$ 8,500
Received Nov 2021	\$ 2,000
Outstanding/Accounts Receivable	\$ -

Breakdown by agency	Dues	Received
ADOT	\$ 1,500	Jul-21
Apache Junction	\$ 2,000	Nov-21
Avondale	\$ 2,500	Sep-21
Buckeye	\$ 2,000	Aug-21
Casa Grande	\$ 2,500	Aug-21
Chandler	\$ 5,000	Aug-21
El Mirage	\$ 1,500	Jul-21
Fountain Hills	\$ 1,500	Oct-21
Gilbert	\$ 5,000	Jul-21
Glendale	\$ 4,500	Jul-21
Goodyear	\$ 2,500	Oct-21
Guadalupe	\$ 1,500	Aug-21
Maricopa County	\$ 5,500	Aug-21
Mesa	\$ 5,500	Aug-21
Paradise Valley	\$ 1,500	Jul-21
Peoria	\$ 3,500	Jun-21
Phoenix	\$ 5,500	Jul-21
Pinal County	\$ 5,500	Jul-21
Queen Creek	\$ 1,500	Jul-21
Scottsdale	\$ 4,500	Oct-21
Stormwater Pros	\$ 1,500	Jul-21
Surprise	\$ 3,000	Aug-21
Tempe	\$ 4,000	Jul-21

Operating expense detail

Typical operating expenses (FY 22 estimate) \$ 2,685

Breakdown by type	FY 22 Estimate	Actuals FYTD
<i>Accounting fees</i>		
Quickbooks subscription	\$ 75	\$ 75.00
Tax accountant fees	\$ 1,000	\$ -
<i>subtotal</i>	\$ 1,075	\$ 75.00
<i>Administration</i>		
Meeting costs	\$ 200	\$ 75.99
Arizona Corporation Commission	\$ 10	\$ -
US Post Office	\$ 100	\$ -
<i>subtotal</i>	\$ 310	\$ 75.99
<i>Website</i>		
GoDaddy	\$ 200	\$ -
SolarFlare	\$ 100	\$ 100.00
<i>subtotal</i>	\$ 300	\$ 100.00
<i>Other</i>		
Legal fees (reserved)	\$ 500	\$ -
NMSA membership	\$ 500	\$ -
<i>subtotal</i>	\$ 1,000	\$ -
Total	\$ 2,685	\$ 250.99

Actual operating expenses to date		
Quickbooks subscription (7/5/21)	\$ 75.00	
Meeting costs (7/26/21)	\$ 75.99	
SolarFlare website update (1/20/22)	\$ 100.00	
Total FYTD	\$ 250.99	

Operating budget detail

Beginning bank balance	\$	63,450
Accounts receivable (outstanding dues)	\$	70,000
FY 2021 carryover debt	\$	(33,084)
Current assets	\$	100,366
Contingency/Balance forward	\$	(3,000)
Operating budget FY 2022	\$	97,366

Opening bank balance by month	
1-Jul-21	\$ 63,450.38
1-Aug-21	\$ 65,382.39
1-Sep-21	\$ 86,634.05
1-Oct-21	\$ 88,525.20
1-Nov-21	\$ 96,775.20
1-Dec-21	\$ 96,552.28
1-Jan-22	\$ 95,789.78

Actual carryover debt to date	
ABC 15 Monsoon campaign	
Paid July	\$ 7,917.00
Paid August	\$ 3,167.00
Remaining balance	\$ -
Rack Cards & Activity Book	
Paid July	\$ 22,000.00
Remaining balance	\$ -
FY 2021 carryover debt FYTD	\$ -

FY 2021 carryover breakdown	
<u>Digital Media committee</u>	
ABC 15 Monsoon campaign	
total obligated for FY 21	\$ 20,000
Paid FY 21	\$ 8,916
<i>subtotal</i>	\$ 11,084
<u>Educational Materials committee</u>	
Rack Cards & Activity Book	
total obligated for FY 21	\$ 22,000
Paid FY 21	\$ -
<i>subtotal</i>	\$ 22,000
Total	\$ 33,084

Program expense detail

FY 22 Operating budget	\$	97,366
Estimated operating costs	\$	2,685
Program budget FY 22	\$	94,681

Current proposals		Actuals FYTD
<u>STORM Volunteer Recognition</u>		
Quarterly lunch meetings	\$ 2,000	\$ 314.37
Outstanding volunteer awards	\$ 1,000	\$ -
<i>subtotal</i>	\$ 3,000	\$ 314.37
<u>Educational Materials Committee</u>		
Activity book production	\$ 22,000	\$ -
BMP Manual/Rack Cards	\$ -	\$ -
<i>subtotal</i>	\$ 22,000	\$ -
<u>Digital Media</u>		
ABC 15	\$ 24,000	\$ 4,773.75
iHeart Media	\$ 13,500	\$ -
<i>subtotal</i>	\$ 37,500	\$ 4,773.75
<u>Social Media</u>		
Facebook boosts	\$ 5,000	\$ 1,998.86
<i>subtotal</i>	\$ 5,000	\$ 1,998.86
<u>Events</u>		
Project WET sponsorship	\$ 2,500	\$ -
<i>subtotal</i>	\$ 2,500	\$ -
Proposed program expenses FYTD	\$ 70,000	
Current unallocated program budget	\$ 24,681	

Actual program expenses paid FYTD	
<u>Social Media</u>	
Facebook boost (7/31/21)	\$ 30.06
Facebook boost (8/15/21)	\$ 250.00
Facebook boost (8/27/21)	\$ 250.00
Facebook boost (8/31/21)	\$ 51.28
Facebook boost (9/20/21)	\$ 250.00
Facebook boost (9/30/21)	\$ 44.48
Facebook boost (10/26/21)	\$ 250.00
Facebook boost (10/31/21)	\$ 22.94
Facebook boost (11/30/21)	\$ 199.98
Facebook boost (12/20/21)	\$ 250.00
Facebook boost (1/3/22)	\$ 150.12
Facebook boost (1/10/22)	\$ 250.00
<i>subtotal</i>	\$ 1,998.86
<u>STORM Volunteer Recognition</u>	
September lunch (9/28/21)	\$ 314.37
<i>subtotal</i>	\$ 314.37
<u>Digital Media</u>	
ABC 15 (12/7/21)	\$ 2,512.50
ABC 15 (12/31/21)	\$ 2,261.25
<i>subtotal</i>	\$ 4,773.75
Actual program expenses FYTD	\$ 7,086.98

STORM Five-Year Outreach Plan

Revised – July 2019

When	Theme	Topics	
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
Fiscal 2022 (July 2021 – June 2022)	Stormwater Runoff Issues:	HOA: Best Management practices	Development Community: grading /drainage standards
Fiscal 2023 (July 2022 – June 2023)	Post Construction Ordinances & IDDE	General Pub: Long term maintenance requirements of SW controls	Commercial Business: IDDE inspection checklist
Fiscal 2024 (July 2023-2024)	Water Quality Impacts	Schools: trash, solid waste, pesticides, herbicides, fertilizers bmp's	Businesses: Proper management and disposal of used oil and toxic materials minimize exposure

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 (E3), Salt River Project (SRP), and AZ 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.