

**Meeting Minutes**

**Tuesday, January 25, 2022, 1:00 P.M.**

**2140 W. Hilton, Phoenix, AZ**

**Facilitator:** Craig Lynch, Chair

Meeting was called to order at 1:00p by Craig Lynch. A motion to approve the November 23, 2021 meeting minutes was motioned by Amy Baker and seconded by Denae Presler. Approved unanimously.

**1. Attendance:**

Maureen Fredrickson	Apache Junction
Danae Presler	Avondale
Amy Murray	Buckeye
Derek Castaneda	El Mirage
Gary Baker	Fountain Hills
Aaron Fazel	Gilbert
Heather Schutten	Gilbert
Amy Baker	Glendale
Silvana Burgos	Glendale
Craig Lynch	Goodyear
Isreal Garcia	Goodyear
Pete Burrell	Goodyear
Rachel Shauger	Maricopa County ESD
Roman Palafox	Peoria
Lonnie Frost	Pinal County
Marcia Sorensen	Surprise

- 2. Fiscal Agent Update:** Laura Nordan Lead. All members have paid dues. Updated budget sheets were presented and discussed. If you have any questions, contact Laura [lnordan@azdot.gov](mailto: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. As of June, the Chair and Secretary positions will become open. Treasurer (Fiscal Agent) position will be filled by Laura Nordan FY23.
- b. Committee Updates
  - i. Educational Materials. Pete Burrell Lead:
    - Work continues on the BMP Manual and elementary school age activity book with EEE. A survey is forthcoming to the membership to vote on approval of content and pricing for BMP Manual. The group voted to have the BMP Manual printed in Spanish and English.
    - Side note: AZ Water is hosting a construction site operator training on March 22, 2022, and it is the goal of this committee to have the BMP Manual available for this event. AZ Water’s Stormwater Committee will also host HOA training in May.
    - SOP from committee lead is due to Craig.
    - STORM’s recently-approved five-year plan is centered around meeting the Phase 1 and Phase 2 educational outreach requirements.

- Group discussion was had on the need for new swag. Ideas for promotional items were discussed (dog bags, calendar with magnet, ponchos, Fresnel lens, reusable silicone bags, Swedish towels). Look for Made in USA products. A survey to membership is forthcoming.
  - Bring unused swag your MS4 is not using to swap with another MS4 who could use it at April's meeting (our next in-person meeting)
- ii. Digital Media. Derek Castaneda Lead:
- ABC15 provided an updated report (slides were attached to this meeting's invitation). Stormwater Awareness Week ends January 28, 2022. ABC15 is targeting the general public and HOAs with stormwater messaging.
  - iHeart Media's digital outreach proposal was approved and we are expecting a presentation at the February 2022 meeting. Target audiences include HOAs, general monsoon awareness.
  - Discussion was had on forming a TikTok (or similar) video contest. Will revisit this idea in July.
  - SOP from committee lead is due to Craig.
- iii. Events: This committee needs a lead. Non-lead members of this committee are welcome to coordinate the Tres Rios event.
- Several upcoming events were mentioned:
- Buckeye Air Fair February 18-20
  - Glendale Dog Days February 26
  - Tres Rios February 26, 27
  - March 5 Gilbert's Outdoor Expo
  - Luke Days March 19-20
  - There are several Earth Day events forthcoming. If anyone would like to represent STORM at these events, contact Craig [craig.lynch@goodyearaz.gov](mailto:craig.lynch@goodyearaz.gov)
- a. To log your event on STORM's Calendar: [www.google.com/calendar](http://www.google.com/calendar)
- i. Login: [azstormcalendar@gmail.com](mailto:azstormcalendar@gmail.com) Password: STORM\*2020
  - ii. Locate date(s) and provide as much information as possible by clicking on the date and inputting data. When finished, click "Create Event"
- b. To log in event tracking data showing how many promotional items were given away; how many people were interacted with, etc. (this is for the annual report)
- i. Login: <https://www.azstorm.org/forms/outreach-event-tracking>
  - ii. User Name: form382 Password: form382
4. Social Media. Laura Nordan Lead: Continue to send stormwater messaging and your MS4's event posts to Laura for cross-promotion. Facebook boosting continues. No current action in Instagram; regular posts on Twitter.

5. New Business / Announcements:

- a. If you hold a Board position or are a committee lead, please create your SOP. In February, 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.
- b. The last week of January is Stormwater Awareness Week. Information is forthcoming from Josh Blakey regarding Phoenix's marketing campaign.
- c. Attached is a list of Committees and their members.
- d. Volunteers are needed to assemble the annual report. Amy compiled last year's report and has provided a how-to with these minutes. Contact Craig Lynch at [craig.lynch@godyearaz.gov](mailto:craig.lynch@godyearaz.gov) if interested.

Voting took place to adjourn the meeting. Maureen Frederickson motioned, Sylvana Burgos seconded and was unanimously approved. The meeting adjourned at 2:00p.

**Next Meeting:** February 22, 2022 - virtual