

## Meeting Minutes

Tuesday, November 22, 2016, 1:30 p.m.

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



**Facilitator:** Robert van den Akker, Chair

### 1. **Introductions:**

Emily Lester	ADOT
Drew Bryck	Avondale
Robert van den Akker	Buckeye (STORM Chair)
Dave Verhelst	Chandler
Matt Oller	FCDMC
Raymone Rees	Fountain Hills
Hondo Judd	Gilbert
Jamie Zanazzo	Gilbert
Monica Rabb	Glendale
Rob Tetla	Luke AFB
Kristin Onstott	MC ESD
Derek Castaneda	Mesa
Bob Hollander	Peoria
Leigh Padgitt	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Seandale Poe	Scottsdale
London Lacy	Surprise
Christina Hoppes	Tempe (STORM Director at Large)
Rebecca Sydnor	Public
Todd Williams	Public

### 2. **Review/Approval Meeting Minutes:** October 25, 2016 Meeting

With no changes necessary a motion was made by Ramona and seconded by Bob to approve the minutes – vote was unanimous in favor.

### 3. **Fiscal Agent Update:** Ramona reported an end of October account balance of \$58,468 with total expenses in FY17 of \$1,161. There is one outstanding membership dues of \$2,500. A motion was made by Raymond and seconded by Leigh to approve the fiscal update – vote was unanimous in favor.

### 4. **Action item updates:**

- a. “Pick Up Where Your Dog Left Off” Stickers– Lonnie reported that PAG has the artwork for the stickers and will be assisting in amending the stickers for our use. He intends to have the stickers printed by the January meeting.
- b. Social Media (fb) – London reported that 814 more people have seen the STORM page with 122,520 reached in the October 25 to November 20 timeframe. She is also seeing positive effects on the Facebook page.
- c. Web updates – Drew asked that everyone check to ensure the correct contact information is listed on the web site. He said that the Stormwater in the Desert workbook is now in PDF form on the site and has been consolidated into one document available in black/white or color. He has also added STORM incorporation information to the site.

- d. ADOT Spanish/English Stormwater and Litter Outreach – Emily reported the research portion of the project has received funding. This item will be tabled for now.
- e. Annual Report – Robert reported he is still working to correct grammatical errors.
- f. Proposed FY17-18 membership fees – Ramona presented the information on the proposed membership fee changes. These changes are proposed to: 1. Adjust for increased costs (no increases have occurred since STORM was established); 2. Allow for increased outreach; 3. Make the population brackets the fees are based on consistent. A good discussion ensued with several voicing concerns since their FY18 budget information had already been turned in. Leigh, speaking for Phoenix, needs assurance the increase in fees will correlate to STORM’s stated purpose of outreach. A motion was made by Raymond and seconded by Ramona to approve the proposed fee increase for FY19. The vote was unanimous with Phoenix abstaining.
- g. NMSA Update – Christina reported on the NMSA meeting that occurred during the StormCon conference. The stated goal is to establish a nationwide, consistent education and message program and support organizations in the states. NMSA is in the formative process at this time. EPA voiced support for the organization.
- h. Subcommittee Reports
  - i. Channel 15 Outreach -- Subcommittee Report (John Cummings, Carl D’Acosta, Emily Lesaur, John Meyer, Robert van den Akker, Drew Bryck) – So far there have been 393,419 impressions, 137 page likes, and 93,498 first posts on facebook with 163,667 reached.
  - ii. Target Audience / 5-Year Plan – Subcommittee Report (Leigh Padgitt, Ramona Simpson, Monica Rabb, London Lacy, Robert van den Akker) – Monica, Leigh and Ramona reported on committee work and shared a document entitled “STORM Proposed Five-Year Outreach Plan” (Revised Draft – November 9, 2016) that was formulated from the surveys collected from STORM membership. There was a good discussion on surveys, impacts of our outreach, and assessment of the effectiveness of the outreach. Members were asked to review the document and be prepared to further discuss at the January meeting.
  - iii. Promotional Items Subcommittee – Discussion was tabled until the January meeting.
- i. Public-Public Public-Private (P4) Update – Rob reported in November the emphasis has been on latex paint and January’s emphasis will be e-waste. This work is being coordinated through Luke AFB.
- j. Upcoming Outreach Announcements
  - i. Kristin polled the group for interest in participating in the Maricopa County Fair (Wednesday, April 12 – Sunday, April 16, 2017). There was enough support to allow for paying the \$50 fee and moving forward with an information booth.

**5. Phase I/II Coalition announcements:**

- a. London noticed that STORM was not listed on the AZ Water Page and, with the establishment of the Stormwater Committee in AZ Water, believes it should be. Todd (AZ Water Stormwater Committee Chair) took the assignment to get STORM added.

**6. New Business / Announcements:**

- a. Would the group like a presentation from Cloud Compli in January or February? – The consensus was ‘no’.
- b. Arizona Forward entry for STORMWATER IN THE DESERT book – Tabled until 2017
- c. Subcommittees: Formal annual subcommittees – Robert asked that all members get involved in the subcommittees. Information on the subcommittees and their membership was requested. Robert will have this information for the January meeting.

d. Call for open discussion – none occurred

7. **Adjourn:** 3:02pm

**Next Meeting:** Tuesday, January 24, 2017, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ. **Remember --- No December Meeting**

January 24

February 28

March 28

April 25

May 23

June 27

July 25

August 22