

## Meeting Minutes

Tuesday, October 25, 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
J.C. Kliner	Apache Junction
Drew Bryck	Avondale
Robert van den Akker	Buckeye (STORM Chair)
Matt Oller	FCDMC
Hondo Judd	Gilbert
Jamie Zanazzo	Gilbert
Monica Rabb	Glendale
Rob Tetla	Luke AFB
Carl D'Acosta	MC ESD (STORM Vice Chair)
Michael Baez	Mesa
Amy Baker	Peoria
John Cummings	Phoenix
Leigh Padgitt	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Seandale Poe	Scottsdale
London Lacy	Surprise
Rebecca Sydnor	Public
Todd Williams	Public
Christina Gonzalez	Public
Changdeok Gim	Public

### 2. Review/Approval Meeting Minutes of September 27, 2016

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

3. **Fiscal Agent Update:** Ramona reported a checking account balance (as of 10/25/16) of \$58,468.09. This includes \$4,500 dues received in October. She noted that there are two members that have not paid their FY2017 dues (total of \$3,500). A motion was made to accept the fiscal report by Carl and seconded by John Cummings – voting was unanimous in favor.

### 4. Action item updates:

- Promotional Items (Pending Budget) – “Pick Up Where Your Dog Left Off / Scoop The Poop” Stickers that PAG uses – Lonnie presented additional information on how PAG distributes the stickers and who is using them. With favorable response from the group Drew motioned and Amy seconded the motion to spend \$1,000 to have stickers made. Further discussion drew an amendment to the motion by Ramona to increase the amount to \$2,000. This received a unanimous vote of approval. Lonnie will follow through with getting the stickers printed.
- Social Media (fb) – London reported 205 “likes” and noted that a nice visual depiction of the Waters of the U.S. is now on the site.
- Web updates – Drew expressed thanks to Monica for her help in getting the calendar updated. He will be adding the black/white version of the Stormwater in the Desert

workbook to the site. Drew asked everyone to be sure to post their outreach activities and subcommittee meetings on the calendar.

- d. Do Not Litter campaign (ADOT) – Emily reported they are in the process of seeking approval to do research to determine the public's understanding of stormwater/litter to provide direction in moving forward with the project. Leigh mentioned the outreach was originally targeted toward Spanish speakers and asked if this was still the intent. Emily believes it will target both Spanish and English speaking populations. In order to avoid confusion, future agenda updates will be entitled 'ADOT Spanish/English Stormwater and Litter Outreach'.
  - e. Annual Report – Robert reported the report is 99% complete with only some minor word revisions pending. The numbers are correct.
  - f. NMSA Update – Christina Hoppes was not in attendance to report on this topic.
  - g. Channel 15 Outreach -- Subcommittee Report (John Cummings, Carl D'Acosta, Emily Lesaur, John Meyer, Robert van den Akker) John reported that Channel 15 will have the link to the STORM website homepage operating tomorrow. Further discussion determined the best opening page will be the one about STORM. Pictures help make the content interesting and eye-catching and Carl asked that anyone with pictures (infrastructure, pollution problems, etc.) please send them to him. Drew will be added to the subcommittee.
  - h. Target Audience / 5-Year Plan – Subcommittee Report (Leigh Padgitt, Ramona Simpson, Monica Rabb, London Lacy, Robert van den Akker) Monica handed out a synopsis of the member outreach survey and said the subcommittee will be meeting right after this meeting. Her intent is to also incorporate Phase I and II permit requirements into the process.
5. **Phase I/II Coalition announcements:**  
The Phase I group will be meeting in Tucson on November 17<sup>th</sup> to tour a Low Impact Development (LID).  
The Phase II Coalition had a good meeting last week where the recently issued permit was discussed and ADEQ made a presentation on remote water monitoring.
6. **Upcoming Outreach announcements:**  
Carl talked about the Maricopa County Fair and said that MC ESD has a spot reserved and are considering pulling out because of time commitments required from staff. He said they would keep the spot if other agencies could help staff the event. There was general approval and agreement to help with staffing from the group.
7. **New Business / Announcements:**
- a. Proposed FY17-18 membership fees – Ramona presented the Board's thoughts on increasing the fees. The group was asked to review the proposal and be prepared, at next month's meeting, to discuss and move forward with approval.
  - b. Arizona Forward entry for STORMWATER IN THE DESERT book – subcommittee to collaborate for assistance in submittal – Tabled for now since the submittal does not need to be in until September 2017
  - c. Subcommittees: Formal annual subcommittees – Robert requested that all members get involved in the subcommittees
  - d. Call for open discussion
    - Robert encouraged everyone to try to better understand what their respective populations know about stormwater to help us tailor outreach programs.
    - Leigh mentioned the City of Phoenix is in the process of doing a survey.
8. **Adjourn:** Motioned by Carl and seconded by Leigh to adjourn at 3:00pm – vote was unanimous in favor.

**Next Meeting:** Tuesday, November 22, 2016, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

November 22  
January 24  
February 28

March 28  
April 25  
May 23

June 27  
July 25  
August 22