

Meeting Minutes

Tuesday, September 27, 2016, 1:00 p.m.

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

Facilitator: Robert van den Akker, Chair

1. **Presentation:** Neal Markowitz and Claudine Truxal provided information on the Environmental Education Exchange (EEE). EEE has been around for about 25 years and specializes in curriculum development and high-energy, class room based, presentations. They have teams in the Tucson (14 staff) and Phoenix (7 staff) areas and charge \$150-\$200 per presentation. This is the consultant team that STORM worked with to develop the new Stormwater in the Desert workbook.

2. **Introductions/Attendance**

Julia Manfredi	ADOT
Emily Lester	ADOT
J.C. Kliner	Apache Junction
Drew Bryck	Avondale
Robert van den Akker	Buckeye (STORM Chair)
Matt Oller	FCDMC
Raymond Rees	Fountain Hills
Hondo Judd	Gilbert
Jamie Zanazzo	Gilbert
John Meyer	Mesa
Bob Hollander	Peoria
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
Todd Williams	Public
Lesa Spahr	Public

3. **Review/Approval Meeting Minutes:** Raymond motioned and Drew seconded the motion to approve the August 23, 2016 meeting minutes with no edits – vote was unanimous in favor.
4. **Fiscal Agent Update:** Ramona sent around her current member / contact list and asked everyone to review it and make corrections as needed. She reported the: July 1, 2016, starting balance was \$15,630; current balance is \$39,968; and, expenses thus far in FY16-17 have been \$1,161.
Raymond motioned and Drew seconded the motion to accept the financial report – vote was unanimous in favor.
5. **Action item updates**
Leigh suggested the action item regarding the National Environmental Education Foundation be moved to the New Business / Announcements portion of the agenda since it had not been previously discussed. The Chair (Robert) agreed.
 - a. FY17 Budget – Ramona presented the budget, that had been amended per today’s discussions, as follows:

Membership Dues	\$56,000
Balance Forward	<u>\$ 7,130</u>
Total Resources	\$63,130
Admin Fees	\$ 1,140
Website	\$ 700
Channel 15	\$25,000
Promo Items (Workbook)	\$15,000
Promo Items (Other)	\$ 5,000
MS4 Seminar/Events	\$ 7,000
Contingency	<u>\$ 2,500</u>
Total Expenses	\$56,340
Balance Forward	\$ 6,790

A motion was made by Raymond and seconded by Drew to approve the FY17 budget – vote was unanimous in favor.

- b. Promotional Items – Lonnie reported that he had contacted PAG and received permission to use their art work for the dog waste stickers. They only ask that we share links to their website. Costs for 4” OD vinyl stickers are \$1,000 for 3,000 stickers and, for 5” OD stickers, \$1,000 for 2,800 stickers. There were questions about who was using the stickers and how they were being distributed by PAG. Lonnie took the assignment to contact PAG and have the answers for the October meeting.
- c. Social Media (fb) – London Lacy reported that there have been zero (0) face book hits in the past month. A discussion occurred and ideas to make the site more compelling / exciting were discussed (e.g. contests).
- d. Web updates – Drew reported the new Stormwater in the Desert workbook is available on the site (cover and body in two separate parts) and he has posted information on the recent Maricopa County Environmental Award.
- e. Do Not Litter campaign – Julie reported that ADOT’s campaign is progressing with a poster at the draft stage. They are concerned the public does not understand stormwater and are considering ways to provide more education. The timeframe for the project is as yet undetermined.
- f. Annual Report: Robert reported the report is 99% complete with only some word-smithing left. He acknowledged the help of John Myer in finishing the report.
- g. Television Ad Campaign – John Cummings reported out on the findings of the subcommittee’s review of the three proposals:

Channel 10

- Only on TV
- No pricing provided

Channel 12

- 9 month package
- Digital (internet)
- Mid-day TV

Channel 15

- 10 month package
- Proven history of more Web, Facebook, and Twitter followers
- Can do a month-to-month contract at \$2,500-\$3,000 per month
- Will do 4 live (Sonoran Living) segments for \$5,000
- We can access metrics any time

Based on this information, John said the subcommittee recommends Channel 15. A discussion followed on how best to monitor the outreach and provide content. A subcommittee was recommended and the following volunteered to serve: John Cummings, Carl, Robert, Emily, and John Meyer.

A motion to accept the subcommittee's recommendation to work with Channel 15 was made by Bob and seconded by London – vote was unanimous in favor.

- h. Middle School Activity Workbook – The printing of the workbook and how it would be distributed were discussed.

Motion by Raymond and seconded by Ramona to distribute the printed workbooks pro rata based on the yearly fees paid by the member organization – vote was unanimous in favor.

Motion by Ramona and seconded by Hondo to allocate \$15,000 of the FY16-17 budget for printing of the workbooks – vote was unanimous in favor.

6. New Business / Announcements

- a. Drew reported that it was determined that resources to apply for the National Environmental Education Foundation grant was not worth the potential grant value.
- b. Subcommittees: Leigh explained that there are concerns that STORM may not be meeting the members' outreach needs. After a good discussion, a subcommittee was suggested to formulate a 5-year plan for STORM. The members of the subcommittee are Leigh, Ramona, Robert, Monica Rabb, and London.

- 7. **Adjourn:** At the Chair's recommendation, and with positive response from attendees, the meeting adjourned at 3:20 pm.

Next Meeting: Tuesday, October 25, 2016, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

October 25
November 22
January 24

February 28
March 28
April 25

May 23
June 27