

Meeting Minutes

Tuesday, July 25, 2017, 1:30 p.m.

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

Facilitator: Carl D'Acosta, Chair

1. **Introductions:**

Abdul Rashid	Casa Grande
Dave Verhelst	Chandler
Matt Oller	FCDMC
Raymond Rees	Fountain Hills
Jamie Zanazzo	Gilbert
Kellie Elliott	Gilbert
Monica Rabb	Glendale
Renee Tilstra	Glendale
Rob Tetla	Luke AFB
Karen Oden	Luke AFB
Carl D'Acosta	MC ESD (STORM Chair)
Marcella McDonald	MC ESD
Derek Castaneda	Mesa
Jesus Portillo	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Andrea Hamilton	Queen Creek
Krystal Heyer	Scottsdale
Christina Hoppes	Tempe (STORM Director at Large)
James Heaton	Public
Rjoun Burns	Mohave County

2. **ABC15 Discussion for FY17-18 Outreach**

Brittany Schmidt, ABC15, reported 97,190 people were reached in the June Facebook posts with 1,404 clicks to the STORM web site. She discussed possible use of quizzes and interactive banner ads to better target our audience. She proposed a six month plan that includes a Facebook video, Facebook Live, Facebook Post, monthly Geo-fencing ads and quizzes at a monthly cost of \$2,900.

3. **Review/Approval Meeting Minutes:** June 27, 2017 Meeting – **vote required**

Motion to approve as written by Christina and seconded by Raymond. Voting was unanimous.

4. **Fiscal Agent Update:** Ramona Simpson, Treasurer – **vote required**

Ramona reported a FY16-17 beginning balance of \$39,968 and a current balance of \$27,707.

She noted the current balance includes \$19,000 in dues that have been paid for FY17-18. The total revenue for FY16-17 was \$83,664 with total expenses of \$55,957.

A motion to accept the fiscal report was made by Raymond and seconded by Jesus. Voting was unanimous.

Ramona reminded everyone that FY17-18 dues are due by the end of August.

5. **Action item updates:**

- a. Subcommittee Reports
 - i. Channel 15 Outreach – Leigh Padgitt, Carl D’Acosta, Emily Lester, John Meyer, Robert van den Akker, Drew Bryck
No report was necessary with Brittany’s earlier presentation. The committee membership is being changed to: Leigh Padgitt; Carl D’Acosta; and, Christina Hoppes.
 - ii. Web – Drew Bryck was not in attendance to report. Christina noted that information she sent to Drew has been updated on the site.
 - iii. Promotional Materials – Leigh Padgitt, Raymond Rees, Carl D’Acosta
Jamie reported that approximately 25% of the tan, ‘poop’ stamp emoji markers are actually ‘palm trees’. Everyone was asked to check their tan markers and report their findings to Dave.
 - iv. Annual Report
Carl has posted a draft report and asked that everyone review it and send any comments to him. His goal is to have it finalized by the August meeting. Everyone seemed to like the new summary layout. Raymond suggested some changes to the formatting. Carl will send an email to the membership with a time line for comments, changes, etc.
- b. Public-Public Public-Private (P4) Update
Rob reported that he will be leaving Luke and that Karen will be his replacement. He noted they are in the planning process for next year’s air show. Monica said that Glendale will be hosting a meeting on August 2nd with an emphasis on air quality.
- c. Upcoming Outreach Announcements - All
None at this time.

6. Phase I/II Coalition announcements:

Carl is looking at a September time to hold a Phase II meeting and he asked that any agenda items be sent to him.

7. New Business / Announcements:

- a. FY 17-18 Budget discussion
Ramona shared some thoughts sent in by Leigh Padgitt, who was unable to attend. In addition to what was previously discussed, Leigh reminded the group to consider radio ads, TV ads, billboards, and theater ads. Ramona reminded that group that our strategic focus for FY17-18 was established as ‘At Home: Pools, Pets, and Lawns’.
The proposal by E3 (Environmental Education Exchange) to produce three videos (1-3 minutes in length each) that can be used for TV spots, displays, etc. was discussed, with the group liking the idea. Ramona explained the videos will be a combination of live actors/action and animation. The cost is \$14,850. Lonnie said he had discussed this with the PAG Stormwater Group and they had expressed an interest in partnering with us on the project. Lonnie will follow up with PAG.
The group also likes that results we are getting with ABC15 and want to continue with this partnership. The cost is \$25,000 and we will only be billed for what we choose and they do.
The group discussed but was not in favor of working with the Green Living program. A motion to proceed with the production of the videos and the ABC15 outreach was made by Raymond and seconded by Christina. Voting was unanimous.
This leaves approximately \$14,000 available for additional outreach.
A committee was established to work with E3 on the videos and includes: Derek Castaneda; Raymond Rees; Ramona Simpson; Karen Oden; and, Lonnie Frost.

8. Adjourn: 2:45

Next Meeting: Tuesday, August 22, 2017, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

September 26
October 24

November 28
~~December 26~~

January 23
February 27