

DRAFT



Meeting Minutes

Tuesday, June 27, 2017, 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
Robert van den Akker	Buckeye (STORM Chair)
Abdul Rashid	Casa Grande
Dave Verhelst	Chandler
Lynndsay Oneill	FCDMC
Monica Rabb	Glendale
Anne Stahley	Glendale
Rob Tetla	Luke AFB
Carl D'Acosta	MC ESD (STORM Co-Chair)
Marcella McDonald	MC ESD
Derek Castaneda	Mesa
Amy Baker	Peoria
Leigh Padgitt	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Krystal Heyer	Scottsdale
London Lacy	Surprise
Christina Hoppes	Tempe (STORM Director at Large)
James Heaton	Public
Rjoun Burns	Mohave County

2. **Review/Approval Meeting Minutes:** A motion was made by Carl and seconded by Amy to approve the minutes of the April 25, 2017 meeting. Voting was unanimous for approval.

3. **Fiscal Agent Update:** In Ramona's absence, Christina went over the information provided by Ramona indicating a bank balance of \$28,434 (as of June 21st). There are still payments pending for Channel 15 and event games (approximately \$3,500). The bank balance also includes \$19,000 of FY17-18 dues received this month. [Facebook subcommittee still has \\$320 pending in expenditures for June Boosts.](#)

A motion was made by Leigh and seconded by Carl to approve the fiscal report as presented. Voting was unanimous in favor.

4. 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

Brittany Schmidt from ABC15 reported that they will run a 24-hour STORM advertisement next week (free of charge). She played videos of two ads that will appear along the side of information and received several suggestions from the group to improve the content. She introduced several opportunities for outreach in FY17-~~19~~18 (e.g. video, quiz, facebook live, geo-fencing to target audiences, etc.) and showed results of the May Facebook post that drove 787 clicks to the STORM website. Brittany asked

that anyone with comments, suggestions, etc. please contact her directly. Her intention is to collaboratively put together an outreach program for FT17-18 and present it to the group at an upcoming regular meeting.

Robert reminded Brittany that a synopsis of FY16-17 outreach and results will be needed for STORM's yearly report.

- ii. Web – Drew was not in attendance and no update was given.
 - iii. Promotional Materials – Leigh Padgitt, Raymond Rees, Carl D'Acosta
Leigh demonstrated the prize wheel and plinko board (set up in rear of meeting room) that were purchased for member use. The SWAG flyers, stamps, and markers were at the meeting for pick-up and Leigh thanked Dave for his efforts in sorting them out and packaging them for each member agency. Leigh also provided copies of the June 2017 Green Living Magazine that contains a STORM quarter-page ad (page 15).
- b. Public-Public Public-Private (P4) Update
Nothing to report
 - c. Upcoming Outreach Announcements
 - o MC-ESD (Marcella) will be sponsoring outreach at McDowell Mountain Park themed toward the monsoon. They are also working on interactive library packets.
 - o Glendale (Anne) has been working with their three libraries on a water watchers youth reading program. They also have a grant and are putting together a "taste your yard" (edible Sonoran Desert plants) program.

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

Robert reports Buckeye has received correspondence from ADEQ stating the annual report will not be due until November 30th due to challenges with the new digital report forms.

Dave and James spoke up about the new information coming out on the Waters of the United States (WOTUS) designations.

6. **New Business / Announcements:**

- a. FY 17-18 Budget discussion
Robert shared information on several possible areas where outreach funds could be spent: promo items; video (develop 3 – 1 minute educational videos); and, Channel 15 outreach; Stormwater in the Desert workbooks; and, movie theater ads. These are not the only opportunities and Robert asked the group to consider these, and other opportunities for outreach, and be prepared to discuss at next month's meeting.
- b. Keeping track of STORM banners, swag, etc.
It was determined that the sets of banners will be kept at Chandler, MC-ESD, Scottsdale, and Buckeye. The prize wheel and plinko board will be kept at MC ESD.
- c. Election of Board for FY2017-2018
Election results: Chair – Carl D'Acosta; Co-Chair – Leigh Padgitt; Secretary – Lonnie Frost; Fiscal Agent – Ramona Simpson; and, Director at Large – Christina Hoppes

7. **Adjourn:** 2:54

Next Meeting: Tuesday, July 25, 2017, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

August 22
September 26

October 24
November 28

