

Meeting Minutes

Tuesday, November 28, 2017, 1:30 p.m.

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



Facilitator: Leigh Padgitt, Chair

1. Introductions:

Adam Craig	Apache Junction
Amy Murray	Buckeye
Matt Oller	FCDMC
Kellie Elliott	Gilbert
David Ramirez	Goodyear
William Turner	MCESD
Marcella McDonald	MCESD
Ken Coukhin	MCESD
Derek Castaneda	Mesa
Rjonn Burns	Mohave County
Leigh Padgitt	Phoenix (STORM, Chair)
Krystal Heyer	Scottsdale
London Lacy	Surprise
Christina Hoppes	Tempe (STORM, Vice-Chair)

2. ABC 15 Outreach Update: Brittany Schmidt

The STORM Quiz that recently ran on ABC15's website generated 665 QUIZ SUBMISSIONS.

Quiz Received Impressions: 33,379, Post Clicks: 52, And A Click Thru: .16%. The ABC/STORM **Facebook Post** for the Quiz had the following statistics: People Reached: 114,989, Post Clicks: 2,799, Link Clicks: 1,768. The associated **Facebook AD** had Impressions: 22,000, People Reached: 20,740 and Post Clicks: 1,350. The Holiday Giveaway Sweepstakes (10 sponsors) will run for two weeks in December to collect additional email addresses. The prize is a \$450 gift card to Arizona Grand Resort.

3. Review/Approval Meeting Minutes: February 28, 2017 Meeting

With no corrections, a motion was made by Amy and seconded by David to approve the minutes of the October 24, 2017 meeting. Voting was unanimous in favor.

4. Fiscal Agent Update: Ramona Simpson

Ramona reported a bank balance (as of November) of \$42,531. Approximately \$10,033 has been invoiced so far, this FY. A motion was made by London and seconded by Amy to accept the fiscal report. Voting was unanimous.

5. Action item updates:

a. Subcommittee Reports

i. Channel 15 Outreach -

Leigh reported in addition to the previously mentioned campaign that ABC15 would be continuing with FB posts for STORM in January, April, May and June. The committee will also have email lists generated by the ABC 15 Quiz and Sweepstakes or additional messaging and public outreach.

ii. Website -

Christina reported for Anne that the STORM website had been updated to add the 2016 and 2017 Annual Reports. The Meeting Minutes would be added later in the week.

- iii. Annual Report-
Phase I communities have submitted their annual report needs to STORM. Phase II cities are in the process of compiling surveys and responses for annual report needs. They have a meeting the second week of December to discuss. Once needs are compiled the annual report team will forward updates for the website team to make changes to the online form for data entry.
- iv. Videos -
Ramona reported that script has been discussed, it will be finalized by 12/7. EEE research that 700,000 residents should be reached by regional messaging. The video topics include Pets, Pools and Lawns. Videos will be 30-60second, a combination of animation and live action. Expected project completion date is Feb. 2018. EEE will provide 25 versions with each community's logo.
- b. Public - Public Public-Private (P4) Update-
No reports / updates.
- c. Upcoming Outreach Announcements - All
 - Tempe Festival of the Arts (Dec. 1-3), Buckeye Hosting Holiday Boutique on Dec. 2
 - Past events Chandler East Valley Teachers Event generated interest to the County, Waste event at Luke accepted Paint and Electronic waste.
 - To Update the STORM calendar, go to: www.google.com/calendar
Log in with Email: azstormcalendar@gmail.com Password: storm109 (edited 11/28/17)

6. Phase I/II Coalition announcements:

Phase I meeting: Demo of Tucson's extensive public facing GIS program available at <https://maps2.tucsonaz.gov/Html5Viewer/?viewer=maptucson>
Their maps include inspection data, retention detention basin data, watershed data for >10 yr. rain events and < 10 yr. events, labeled storm drains, piping, etc. The group discussed STORM annual report needs.
Phase II: Meeting pending 12/12 at FCDMC.

7. New Business / Announcements:

- a. Strategic Plan vs. Working Calendar:
Leigh will work on draft plan and we can perform a quarterly review of where we want to go and how funds should be spent to reach objectives.
- b. Event Committee:
Based upon the Strategic Plan establish a committee to target events specific to the plan (i.e. pets, pools, lawns to business and residential users). Remember to target both Commercial and Residential audiences. Phoenix will be retiring Storm Drain Dan materials to pool companies.
- c. Bylaws Update:
Streamline and update the current bylaws to remove conflicts, tabled until January.
- d. No December meeting.
- e. Print Shop will allow with notice STORM pricing for approved additional orders of Middle School Activity books. Edits will not be permitted to the content.

8. Adjourn: 2:20 PM

Next Meeting: Tuesday, January 23, 2018, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

No December meeting
January 23

February 27
March 27

April 24
May 22

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH