

Meeting Minutes

Tuesday, January 23, 2018, 1:30 p.m.

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



Facilitator: Leigh Padgitt, Chair

1. Introductions:

Dave Verhelst	Chandler (STORM Director at Large)
Peter Hughes	FCDMC
Raymond Rees	Fountain Hills
Kellie Elliott	Gilbert
Monica Rabb	Glendale
Andi Covet	Glendale
David Ramirez	Goodyear
Katrece Swenson	MC ESD
William Turner	MC ESD
Derek Castaneda	Mesa
Leigh Padgitt	Phoenix (STORM Chair)
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek (STORM Treasurer)
Andrea Hamilton	Queen Creek
Krystal Heyer	Scottsdale
London Lacy	Surprise
Christina Hoppes	Tempe (STORM Vice Chair)
Rjoun Burns	Mohave County
Deborah Schadewald-Kohler	Public

2. Review/Approval Meeting Minutes: A motion was made by Ramona and seconded by Dave V to approve the November 28, 2017 meeting minutes. Voting was unanimous in favor.

3. Fiscal Agent Update: Ramona reported that all annual dues have been received. Fiscal year expenses to date total \$23,649 with a current bank balance of \$36,558. A motion was made by London and seconded by Christina to approve the Treasurer’s report. Voting was unanimous in favor.

4. Action item updates:

a. Subcommittee Reports

- i. Channel 15 Outreach – Leigh Padgitt, Christina Hoppes, Andrea Hamilton
Brittany Schmidt (ABC15) gave a report on outreach. The sweepstakes generated 3,335 entries, 2,280 opt ins (user agreed to receive information from STORM outside of the giveaway), with 84,040 people reached. There were 33,379 impressions (when a STORM ad renders on a user’s screen) and 114,989 people reached with the Arizona Storms quiz with 665 quiz submissions. The Point Tapatio Hilton was impressed with the success of the sweepstakes advertising and are considering donating a one-night stay for a potential Valentine’s Day sweepstakes and quiz.
Derek asked if there was a way to better target the commercial sector. The “video everywhere’ may be a good option. The thought is to aim for the commercial sector of pools, pets, and lawns right before the start of monsoon season.

- ii. Web – Anne Stahley (Andi Couet ACouet@GLENDALEAZ.com – temp) Andi is going to be doing work on the web.
 - iii. Annual Report – Leigh Padgitt, Ramona Simpson, Marcella Macdonald, Andrea Hamilton -- Ramona reported a poor response to the survey Andrea sent out with the goal of getting feedback on how STORM’s annual report information is used by the members and how that information could be better presented. The survey will be open for two more weeks and everyone was asked to respond.
 - iv. Videos – Ramona Simpson, Derek Castaneda, Raymond Rees, Lonnie Frost, Andrea Hamilton – Ramona reported that EEE is currently filming with the goal of getting a draft out for review in the first week of March. This year’s budget does not contain enough funding for Spanish translations.
- b. Public-Public Public-Private (P4) Update
 - Monica reported that Glendale is looking at a March workshop dealing with above ground storage tanks.
 - The AZWater Stormwater Committee is planning a February 28th workshop, targeting municipalities, at Luke AFB.
 - c. Upcoming Outreach Announcements
 - Glendale is hosting the Dog Days of April on April 8th
 - Tempe is holding a Spring Festival of the Arts on March 23-25
 - Phoenix has Chinese Week (Feb. 17-18), Tres Rios (March 3-4), and South Mountain Center “Silent Sunday” on February 25th
 - AZ Game and Fish has a fishing expo planned for the first part of March

5. Phase I/II Coalition Announcements:

There is a Phase 1 meeting scheduled for February 15th.

Pinal County is reviewing all the Phase 1 permits for potential consolidation of requirements.

Dibble is on board to help develop a ‘handbook on low impact development’ with the intention of presenting it to MAG for inclusion as a standard.

6. New Business / Announcements:

- a. Event Planning – A DRAFT Strategic Plan for FY2018-2012 was passed out (attached) with a request to review it and be prepared to discuss at the March meeting.
- b. Bylaws Update – Several anomalies have been discovered that deserve cleaning up.
- c. Automotive Business Poster – Discussed starting now so a poster is available at the start of FY19 to support the planned strategic emphasis on mobile businesses.

7. Roundtable

- Should the “Storm Drains” brochures be updated with the correct municipal logos? Queen Creek has a printer under contract that should give us a good price.
- Deborah asked if we have “press kits” that could be provided to area newspapers, etc. with relevant story information.
- There was talk of putting meeting minutes on the web site. Andi will check with Anne Stahley.

8. Adjourn: 2:50

Next Meeting: Tuesday, February 27, 2018, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

February 27
March 27

April 24
May 22

June 26
July 24

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH

Stormwater Outreach for Regional Municipalities



DRAFT Strategic Plan Fiscal 2018 – 2021

This plan shall be updated by the Board of Directors each September. This plan will remain flexible to guide expenditures and focus messaging activities that achieve member's outreach goals. Stormwater Management Programs (or Plans) associated with Phase I and Phase II Municipal Separate Storm Sewer System (MS4) permit requirements may be consulted and this plan amended, as necessary.

Traditionally, various modes of advertising were sought. STORM has hired media specialists, such as Mary Media and ABC15, and has worked with platform specific advertisers (Hardins Theater, Bear Essential News, Green Living, Clear Channel Outdoor).

Other public outreach includes tabling at events where member staff engage the public in an educational activity, like a watershed model or quiz. During these types of encounters, generally a prize or brochure or informational packet is handed out to attendees or participants.

On occasion, industry-specific education and municipal employee training has been funded by STORM. These conferences happen every one-to-two years and bring 50 to 100 people together. It is a great opportunity to network and learn about industry standards.

Because each year new leadership comes into office, there is a challenge in sustaining continuity. While the membership count has remained pretty constant over the past two years (approximately 28 local members), there are five board members managing the majority of membership activity. Committees form based on need and dissolve when a project or product is complete. Municipal government staff responsibilities tend to ebb and flow and can result in changes to representative personnel. As a result of these fluctuations it was suggested that a flexible plan (a framework of considerations) be populated that can be updated at least annually.

Fiscal Year	Message(s)	Platform(s) Vendor(s)	Event(s)	Promotional Item(s)
2018	At Home – Pools, Pets, and Lawns	-Digital -ABC15 -C3	-OdySea Expo -Tres Rios	Pet waste bags, fliers, emoji stamps, color changing cups
2019	Way of Life – Construction Sites, Mobile Business, and Illegal Dumping	-Billboard -Magazine Garbage bins	-Construction Seminar (Hosted by STORM) WM Open	Magnets with to-do lists, pens, brochures, traffic cones (foam)
2020	On the Town – Industrial Parks and Restaurants	-Chambers -Postcards	Restaurant Leadership Conference MSGP Seminar (Hosted by STORM)	Recycled products, tire rubber jar openers, paper placemats, crayons
2021	Out and About – Auto Repair and Salvage	-Checker -Autozone -Dealerships	-Nascar (2x/year) -Enthusiast/Clubs	Magnetic key holder, sun shades, collapsible trash cans for vehicle

Municipal Fiscal Year begins July 1 and ends June 30; example Fiscal Year 2019 covers the period July 1, 2017 – June 30, 2018