

## Meeting Minutes

Tuesday, June 26, 2018, 1:30 p.m.

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



**Pre-Meeting Presentation on ideas for FY18-19 outreach by ABC15 (Brittany Schmidt):** Illegal Dumping Quiz (results could be used to focus marketing/outreach efforts); video productions (15-60 second); Over the Top Television ads run on Roku, Sling, etc.; Geofence ads targeting construction sites and mobile businesses; Photo Contests (i.e. submit photos on a chosen stormwater subject); Countdown Clock (to alert about upcoming events); Targeted Emails to a specific demographic; Facebook Ads; Wallpaper (take over the ABC15 News Section for a 24 hour period); Facebook Posts; and, Native Articles (run on ABC15 home page for 2-5 business days).

**Facilitator:** Leigh Padgitt, Chair

### 1. Introductions:

Emily Lester	ADOT
Ann Murray	Buckeye (via phone)
Dave Verhelst	Chandler
Joseline Castaneda	FCDMC
Kellie Elliott	Gilbert
Monica Rabb	Glendale
David Ramirez	Goodyear
William Turner	MC ESD
John Meyer	Mesa
Amy Baker	Peoria
Leigh Padgitt	Phoenix (STORM Chair)
Lonnie Frost	Pinal County (STORM Secretary)
Ramona Simpson	Queen Creek
Krystal Heyer	Scottsdale
London Lacy	Surprise
Rjoun Burns	Mohave County

### 2. ABC15 Outreach Recap FY2018: Brittany Schmidt

A total of 3,176,347 Impressions and 48,727 Clicks occurred from Banner Ads, Facebook Ads, Facebook Posts, Large Banner Ads, emails, IG Posts, Videos, Contest Pages, Opt-ins, Contests, and News Mentions.

Outreach activities included:

- July 2017 – Facebook Post, Banner Ads, and Facebook Ads on monsoon preparations and pet waste disposal
- August 2017 – Cost per Click Ads and Facebook Posts on pet waste disposal and pool care
- October/November 2017 – Quiz (665 completed quizzes), Facebook Posts, and Banner Ads on Monsoon Storms
- December 2017 – Holiday Giveaways (3,335 entries) driven by Facebook Posts, Facebook Ads, Email Blasts, and a Large Banner Ad
- February 2018 – Valentines Giveaways (3,105 entries) driven by Facebook Posts, Email Blasts, and Banner Ads
- May/June 2018 – Facebook Ads and Videos (produced by E3) on pool care, lawn care, and pet waste disposal

3. **Review/Approval Meeting Minutes:** With one correction, a motion was made by Ramona and seconded by Amy to approve the May 22, 2018 meeting minutes. Voting was unanimous in favor.
4. **Fiscal Agent Update:** Ramona Simpson, Treasurer, reported a FY17-18 beginning balance of \$27,707 and a to-date balance of \$17,485. To-date fiscal year revenue totals \$64,707 with expenses totaling \$45,706. A motion was made by Lonnie and seconded by Amy to accept the Treasurer's report. Voting was unanimous in favor.
5. **Officer Elections for FY2019:** David Verhelst, Board Member at Large, conducted the voting process with the following results:

		<u>Votes</u>
Chair	Leigh Padgitt	13
Vice Chair	Christina Hoppes	13
Secretary	Lonnie Frost	13
Treasurer	Ramona Simpson	13
Board Member at Large	London Lacy	13
	Maracella McDonald	1

6. **New Business / Announcements:**

- a. Review of construction industry outreach seminars held June 13<sup>th</sup> (Glendale) and June 20<sup>th</sup> (Gilbert)  
William reported 65 surveys turned in with:
  - 94% finding the information useful
  - Almost 100% finding the seminar times convenient
  - 95% desiring to attend more workshops
- b. Discuss outreach ideas for FY2019 and assign committees  
The following committees were formed to put together outreach ideas:  
Materials – Monica, Dave R., Dave V.  
Promotions – London, Amy, Krystal  
Digital (videos, billboards, etc.) – Ramona, Andrea, Lonnie, Kellie, Leigh, Christina  
Web – Emily, Leigh, Christina, William, Amy Murray  
Events – Ramona, Monica  
Note: Each committee was asked to meet and be able to report status, thoughts, etc. at the regular July 24<sup>th</sup> meeting
- c. Upcoming outreach events (All)  
None announced
- d. Phase I/Phase II updates  
London reported on Surprise's recent audit. The focus was on construction and they were provided with a checklist prior to the audit that ADEQ's consultant (PG, Denver, CO) went through in great detail.
- e. Regulatory (CGP, PGP, MSGP, No Discharge)  
ADEQ is seeking primacy on the 404 Permit process. Stakeholder meetings are being held and committees are being formed.
- f. SCN GI/LID Handbook  
The Sustainable Cities Network, with Scottsdale acting as project manager, has contracted with Dibble / Logan-Simpson to put together the Handbook. The first draft is approximately 60% complete.

7. **Adjourn:** 2:51 pm

**Next Meeting:** Tuesday, July 24, 2018, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

August 28  
September 25

October 23  
November 27

No December Meeting

## **PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH**