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:

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Leigh Padgitt</td>
<td>13</td>
</tr>
<tr>
<td>Vice Chair</td>
<td>Christina Hoppes</td>
<td>13</td>
</tr>
<tr>
<td>Secretary</td>
<td>Lonnie Frost</td>
<td>13</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Ramona Simpson</td>
<td>13</td>
</tr>
<tr>
<td>Board Member at Large</td>
<td>London Lacy</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Maracella McDonald</td>
<td>1</td>
</tr>
</tbody>
</table>

6. **New Business / Announcements:**
   a. **Review of construction industry outreach seminars held June 13th (Glendale) and June 20th (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 24th 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.