

Meeting Minutes

Tuesday, April 23rd, 2019

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



Facilitator: Christina Hoppes, Vice-Chair

1. Introductions: 20 people in attendance
2. Guest: Brittany from ABC 15 recapped the Spanish Construction, Illicit Discharges and Mobile Businesses viewership analytics with a handout. There were 42,637 viewers who watched the entire video in Feb and 40,856 in March. The handout shows what age group was watching the videos, gender, time of the day and day of the week. Coming up: For the month of May, there will be an ABC 15 Facebook post topic TBD, and on May 17th, from 9-10 am STORM will be featured on Sonoran Living, doing a live interview; JUNE- there will be a MONSOON QUIZ and the Partner of the Day's with a Monsoon Tip.
3. Review/Approval Meeting Minutes: A motion was made by Raymond Rees and seconded by Heather Krause to approve the meeting minutes of March 26, 2019. Voting was unanimous in favor.
4. Fiscal Agent Update: the fiscal report was provided to members. A vote was tabled until the next meeting; the financial chair was not in attendance;
5. Subcommittee Reports:
 - a. Promotional Items – London Lacy, Amy Baker, Krystal Heyer, -no news to report; London said start looking for items you think would be a good handout. Several members who worked the Arizona Game and Fish event in late March, suggested cheap items like pencils or stickers for large events;
 - b. Web –Christina Hoppes, Amy Murray- The web page has been updated; a reminder to submit STORM event information into the STORM outreach entry was talked about to the group. Construction presentations and meeting Minutes will be loaded to the site.
 - c. Events – Andrea Hamilton, Monica Rabb, Construction Seminar on 4/9 had 46 attendees, 15 were contractors. It was reported that the Arizona Game and Fish had so many families and kids, it became more of a “trick or treat” set-up just handing out giveaways-where parents were not interested in the paper brochures and reading materials, and the group discussed what to do in that sort of a set-up. The people who worked the event, said they ran out of promotional items and thanked the members who brought in reinforcements when they started their event-shift; Frisbees were a popular item. Glendale participated in the Dog Days of Summer and STORM water bottles were a hit.
 - d. Material – David Ramirez, David Verhelst, Monica Rabb, Hether Krause
Monica presented the three new posters that will reach the construction contractors, developers and new people on Construction BMP, SWPPP guidelines, and a generalized Stormwater Poster. The STORM group will get the PDF of the posters with the STORM logo, each poster can be customized with the City logo (your own logo). A discussion was held about whom would be doing the printing; and decided STORM would pay for printing of STORM materials, individual cities can customize and print out their own posters; PERMIT- the Posters and Brochure meet the stormwater permit for Stormwater Education. Possible target audiences are truck drivers, sanitation, HOA's, inspectors, construction contractors. **Action: All members can provide LAST COMMENTS or CHANGES to the posters prior to printing; Monica MRabb@GLENDALEAZ.COM by 4/30.**
 - e. Digital – Andrea Hamilton, Lonnie Frost, Kellie Elliot, Christina Hoppes,
Christina presented the information on the three videos for ABC 15 that were part of the analytics today from Brittany of ABC 15, were the Spanish Mobile Businesses, Construction and Illicit Discharge videos that were created by the ABC15; These were not the talking dog videos from 3E.

6. New Business / Announcements:

- a. Annual Report- Ryan is working on a draft of the annual report; he is soliciting information from each of the committee members to help with their portion of the report. Ryan will continue to circulate the report through the division committees, to get the annual report completed; ACTION ITEM: Division committee members send over the documents and information needed for completion of the annual report. Communities should enter their community and events into the data base at <https://www.azstorm.org/forms/outreach-event-tracking> User Name: form382 PW: form382
- b. Christina circulated the listing of financial contacts for each community and requested any updates. This list will be used for STORM invoicing to be sent in May.
- c. London did a recap on the two events Luke Air Force Base holds each year, one on or around the date of Earth Day, April 22, and one around the date of American Recycles Day, November 15th; Luke collects e-waste and recycles Latex Paint at these events; It has gotten very popular and would be good to add to the yearly events, people could sign up ahead of time to get onto the base (through London/Carl/Scott) to help out at the events; The two companies that work the event are Green Sheen (Monica mentioned Glendale uses that company too, as they are on the State Contract) and E-waste Collections.
- d. Christina introduced several informational emails London had sent over in the last month; the first was there is a large organization that represents home-school students in the valley and every summer that organization, has a summer conference. In the past, tap into Quality participated by handing out a CD-ROM in the “welcome bags” for the attendees at the event; London said she would contact the home school event chair to see if there is any interest in the Stormwater Activity Booklet in the welcome bags. **Action Item: London will contact the Home School Group to see if they are interested in the activity guide.** It was mentioned the upcoming Tri-State Seminar is usually held at the end of September has now been moved up to August 6-8th this year. London mentioned the upcoming meetings at ADEQ on May 6th, to discuss the No Discharge Certification certificate that ADEQ gives to business and industry. This might pertain to Phase I and Phase II permittee members. The meeting is from 1-3 at ADEQ on the 6th. Another meeting is on the 9th, with Rosi (Laurie Sherrill at ADEQ) to input your Phase II NOI into the online myDEQ database, so that it populates the information onto the annual report form, and you won't have to enter it in when you do your annual report; This is an all –day, open time slots, register with Rosi at ADEQ. On April 26th, the public comments will start for the MSGP and on May 28th, the public comment period for the CGP. Christina also mentioned the STORM is a member of NMSA-the [National Municipal Stormwater Alliance](#), and if you go to the website, there is a very large Stormwater Report for the entire USA- but it takes a while to download. It has snippets of stormwater information for each state. Christina also talked about the Water Environment Federation, WEF annual awards. They are due May 10th. Christina asked if anyone was interested in helping her compile the information for the annual award program, on the STORM group's efforts. Monica and London agreed to assist.; **ACTION ITEMS: Help Christina write up the STORM group for the WEF Stormwater Awards, the application is due on May 10th;**
- e. **Christina mentioned that a Stormwater Vendor, ABTECH INDUSTRIES will be presenting information on their “SMART-SPONGE” material that can be used to soak up heavy metals, bacteria and e-coli. This will be a Lunch in Learn on May 28th, 2019 at 1:00 pm-1:30 pm. Please RSVP to Christina Hoppes before May 10th, if interested in attending the lunch and learn.**

7. Adjourn: 2:53 pm

Next Meeting: Tuesday, May 28, 2019, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH