

Meeting Minutes

Tuesday, January 22, 2019, 1:30 p.m.

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

Facilitator: Christina Hoppes, Vice Chair

1. **Introductions:**

Amy Murray	Buckeye
Derek Castaneda	El Mirage
Matt Oller	FCDMC
Raymond Rees	Fountain Hills
Kellie Elliott	Gilbert
Monica Rabb	Glendale
Carl Moser	Luke AFB
Scott Mendenhall	Luke AFB
Marcella McDonald	MC ESD
Rachel Shaugy	MC ESD
Ryan Cavalier	Mesa
Amy Baker	Peoria
Craig Lynch	Peoria
J. Portillo	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Andrea Hamilton	Queen Creek (STORM Treasurer)
Seandale Poe	Scottsdale
London Lacy	Surprise (STORM Board Member at Large)
Christina Hoppes	Tempe

2. **Changes to the STORM Board:** Christina announced that Leigh Padgitt is no longer with Phoenix and will not be able to function as Chair. Christina asked if anyone is interested in serving on the Board to please contact her. She explained that our By-Laws allow her, as Vice Chair, to function as the Chair in the Chair's absence.
3. **Review/Approval Meeting Minutes:** A motion was made by Amy B. and seconded by London to approve the meeting minutes of November 27, 2018. Voting was unanimous in favor.
4. **Fiscal Agent Update:** Andrea Hamilton, Treasurer, reported total expenses for FY18-19, as of December 31st, were \$28,571 with total assets of \$87,703 leaving a bank balance of \$59,132. Promotional items (collapsible flask and key-chain carabineer) were received and paid for last month in the amount of \$18,429. All membership dues have been received. A motion was made by Amy B. and seconded by Seandale to approve the financial report. Voting was unanimous in favor.
5. **Action item updates:**
 - Subcommittee Reports
 - i. Promotions – London Lacy, Amy Baker, Krystal Heyer
Amy B. and London reported the committee had sorted the promotional items (collapsible flask and key-chain carabineer) for the respective member agencies last Thursday. The promotional items were picked up by members today.
 - ii. Web – Emily Lester, Christina Hoppes, William Turner, Amy Murray

Christina reported on changes to the Web page:

- New, more streamlined, menu
 - Annual reports are up
 - Member contact information included
 - PSAs (2004 on) are included
 - Brochures are available
 - London will be managing the calendar. Please let her know of any events.
- iii. Events – Andrea Hamilton, Monica Rabb, Marcella McDonald
Monica reminded the group of the two construction outreach events (1. March 6, 2019 at the ADOT Facility; and, 2. April 9, 2019 at Queen Creek) and reported that all volunteer positions are filled. Lonnie volunteered to do a 20-minute presentation on construction BMPs at both events. The committee is still working on other presenters. Andrea asked all agencies to sign up to support the upcoming outreach events. In particular, help is needed at the Tres Rios (March 2-3) and Arizona Game and Fish Expo [at Ben Avery facility] (March 30-31) events.
- iv. Material – David Ramirez, David Verhelst, Monica Rabb, Hether Krause
Monica reported that the consultant (Gold Street Design) has needed a lot of shepherding. They are in the process of producing two posters (construction and facility maintenance themes) and a new construction flyer.
- v. Digital (videos, ABC15, etc.) – Andrea Hamilton, Lonnie Frost, Kellie Elliot, Christina Hoppes
Christina described the efforts of ABC15. They are running the videos on connected TV and have 97,515 impressions with a 98% completion (watched entire video). On Facebook, they have 38,000 impressions with 734 connecting to the STORM site. Brittany (ABC15) is planning to attend next month's meeting with a proposal for the next quarter.
Andrea reminded everyone they should have received a drop box with the three ABC15 videos for their use.

6. New Business / Announcements:

- a.i. Consideration of Sedona's request to join STORM
Sedona is a Phase II community and have expressed concerns with visitors leaving trash, etc. in the area. They are looking for ways to better educate their residents and visitors. Amy B. suggested that it may be a good idea to send them a sampling of the promotional materials we use. Matt said that there is enough in storage to put together a good sample.
Derek asked if membership is open to others and gave examples of Cave Creek, Care Free, ASU and Cottonwood.
Amy B. asked about fees and the general consensus was to base fees on population.
- a.ii. Christina reminded everyone that STORM needs everyone to participate on committees and at events.
- a.iii. The annual report was discussed with the need for a committee to put the report together. The new format is much more concise and streamlined. Ryan Cavalier volunteered to be on the committee.
- a.iv. Derek said that he had been contacted by Phoenix Dog Magazine about an article. Derek composed an article on 'dog poop' that will need to be submitted by March 20th to appear in the May issue. The article is free of charge. Derek will need a hi-resolution STORM logo. He also explained that if we desire to place an ad in magazine that rates are \$260 for a quarter-page and \$360 for a half-page.

- a.v. ADEQ is taking comments until January 28th for the MSGP and until February 1st for the CGP draft permits.
- a.vi. Phase I communities are participating in a five-day kaizen event around the end of February regarding a potential general permit.

7. **Adjourn:** 2:40 pm

Next Meeting: Tuesday, February 26, 2019, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

March 26
April 23

May 28
June 25

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH