

Meeting Minutes

Tuesday, July 23, 2019, 1:30 p.m.

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

Facilitator: Christina Hoppes, Chair

1. **Introductions:**

Laura Nordan	ADOT
Adam Craig	Apache Junction
Kenya Chavez	Chandler (STORM Secretary)
Derek Castaneda	El Mirage
Kellie Elliot	Gilbert
Monica Rabb	Glendale
Silvana Burgos	Glendale
Craig Lynch	Goodyear
Scott Mendenhall	Luke AFB
Rachel Shauger	MC ESD
Autumn Martinez	MC ESD
Ryan Cavalier	Mesa
Roman Palafox	Peoria
Jesus Portillo	Phoenix
Josh Blakey	Phoenix
Andrea Hamilton	Queen Creek (STORM Treasurer)
London Lacy	Surprise (STORM Vice Chair)
Christina Hoppes	Tempe (STORM Chair)

2. **Review/Approval Meeting Minutes:** A motion was made by Jesus and seconded by Derek to approve the meeting minutes of June 25, 2019. Voting was unanimous in favor.

3. **ABC15 Outreach Update:** Brittany Schmidt

- Facebook Year End Posts:** People reached 113,421, post clicks 6,796, link clicks 3,240
- Storm Quiz Overview** – Entries – 4,578, Opt-Ins – 2,609
- Storm Campaign Overview FY 19/20** – Campaign Investment \$25,000 net
- Target Areas FY 19/20** – Emails, Geofence, Dark Facebook Posts, Native Advertising, Quizzes
- Focus Areas FY 19/20** – On the Town, Industrial Parks & Restaurants, Keeping trash in bins

4. **Fiscal Agent Update:** Andrea Hamilton, Treasurer, reported Fiscal Report FY 19 beginning balance June 2018 of \$28,203 and ending balance June 2019 of \$39,300 which includes FY 20 Dues of \$22,500. The new vendor for Quickbooks is Tech Soup for \$50/year plus the transfer of files for the initial year and \$50/year after that for a cost savings of \$400/year. If you are missing your membership dues invoice please contact Andrea for invoice copy. Proposed STORM Budget FY 20: Operational Expenses - \$14,145, Promotional Items - \$23,300, ABC 15 - \$23,300, Design Materials - \$11,650, Education Videos - \$19,400.

5. **Action item updates:**

- In-House Printing (Brochures & Posters) – Sample brochures and posters were handed out
- Strategic Plan Update - Christina emailed the draft Strategic Plan and 5 year outreach plan for review and input. FY 19/20 the message to deliver is “On the

Town” – Industrial Parks and Restaurants. The events committee will coordinate events to target both.

6. New Business / Announcements:

- i. Annual Report preparation. Ryan compiled the report and Christina will send out draft for review and feedback. Ryan will include the information from the Phoenix Dog Magazine. We are also waiting on Brittney for final FB analytics so that it can be completed.
- ii. Membership Fees. Christina will reach out to the small communities interested in joining STORM to see what they would like to obtain from the membership. The members will vote on a lower affiliate member fee at the next meeting if necessary.
- iii. New Vendor similar to E3 has reached out to London and we might be able to receive competing bids.
- iv. Committee Participation – The goal is to have at least 5 people per committee. A sign-up sheet was sent around for volunteers to sign up. We will have at least 1 board member on each committee. The events/contests committee will determine which events to attend that are manageable and smaller and will try to coordinate events in the East and West valley.
 1. The new committees are as follows:
 - a. Promotional – Andrea, Kenya, Craig, Ryan, Heather
 - b. Social Media/Web – Christina Hoppes, Rachel, Scott, London
 - c. Events/Contests – Lonnie, Kenya, Monica
 - d. Digital (videos, ABC15, etc.) – Andrea, Laura, Derek
- v. Phoenix Dog Magazine: Derek asked if STORM wanted to run the dog poop ad in the September issue. Monica stated the ad probably doesn't target the correct audience and the members decided not to run with the ad for the month of September.
- vi. Stickers and Pool Brochure Ideas – Christina emailed out stickers Maricopa County created. She also mentioned the idea of taking pool brochures to the pool stores in your communities to raise awareness on pool drainage.
- vii. Monica the chair of AZ Water proposed interactive meetings with STORM and AZ Water. One month it could be a combined training session and the alternate months we could have the typical Monthly STORM Meetings. The members will vote on a new meeting schedule at the next STORM meeting.
- viii. City of Glendale donated a “No dumping – Drains to Waterway” stencil for STORM members to utilize

7. Adjourn: 2:45 pm

Next Meeting: Tuesday, August 27, 2019, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

September 24 Oct 22 Nov 26 Dec 10 (tentative)

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH