

## Meeting Minutes

Tuesday, June 25, 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:

Laura Nordan	ADOT
Adam Craig	Apache Junction
Dave Verhelst	Chandler
Derek Castaneda	El Mirage
Kellie Elliot	Gilbert
Heather Schutten	Gilbert
Monica Rabb	Glendale
Silvana Burgos	Glendale
Craig Lynch	Goodyear
Rachel Shauger	MC ESD
Ryan Cavalier	Mesa
Amy Baker	Peoria
Roman Palafox	Peoria
Jesus Portillo	Phoenix
Josh Blakey	Phoenix
Lonnie Frost	Pinal County (STORM Secretary)
Andrea Hamilton	Queen Creek (STORM Treasurer)
London Lacy	Surprise (STORM Board Member at Large)
Christina Hoppes	Tempe (STORM Vice Chair)

2. **Review/Approval Meeting Minutes:** A motion was made by Amy and seconded by Christina to approve the meeting minutes of May 28, 2019. Voting was unanimous in favor.
3. **Fiscal Agent Update:** Andrea Hamilton, Treasurer, reported total expenses for FY18-19, as of May 30th, were \$57,496 subtracted from the fiscal year total assets of \$87,703 leaves a bank balance of \$30,207. This month's expenses include: \$1,507.50 – ABC 15; \$450.00 – Quickbooks Annual Fee; USPS - \$44.00; and, \$10.00 ACC Annual Report.

### 4. FY19-20 Board Elections

London announced the nominations that have been received as follows:

- Chair – Christina Hoppes
- Vice Chair – London Lacy
- Secretary – Kenya Chavez
- Treasurer – Andrea Hamilton
- Member at Large – Lonnie Frost

She asked if there were any other nominations and, hearing none, she called for the vote on the Board as nominated. Voting was unanimous in favor.

### 5. Action item updates:

Subcommittee Reports

- i. Promotions – London Lacy, Amy Baker, Krystal Heyer  
The group was asked to think about potential promotional materials for FY19-20 and be prepared to discuss at next month's meeting.

- ii. Web – Christina Hoppes, Amy Murray  
The web site redesign is completed. This committee can now be ended.
- iii. Events – Andrea Hamilton, Monica Rabb  
Craig reported that Goodyear is planning a ‘dog poop’ pick-up promotion.
- iv. Material – Craig Lynch, David Verhelst, Monica Rabb, Hether Krause  
Monica shared copies of the posters and construction brochure and, has sent the latest version to Christina today. Christina will send out the latest versions to the membership. The balance of funds allocated for this project will be used to print posters/brochures for STORM use.
- v. Digital (videos, ABC15, etc.) – Andrea Hamilton, Lonnie Frost, Kellie Elliot, Christina Hoppes  
Christina reported on ABC 15 outreach:
  - The June Facebook post received 97,000 views, 3,200 engaged and, 1,400 went to our web site.
  - The Partner of the Day had 553,000 impressions and there were 1,300 clicks to our web site.
  - The Monsoon Quiz is currently running.
 Craig asked about STORM purchasing and/or producing outreach videos. Lonnie supported production of outreach videos geared to our geographic setting since all videos he has found are based on eastern U.S. conditions.

**6. New Business / Announcements:**

- i. Annual report preparation. Ryan reported that the report is coming together. He appreciates the information submitted and reminded everyone that community event information is still missing. London and Christina are working on web analytics.
- ii. Strategic Plan Update  
The strategic plan looks out five years into the future and we need to add 2022 and 2023. The current plan incorporated topics the Phase I communities had committed to in their Permits. Potential promotional materials discussed for 2020 (On the Town – Industrial Parks and Restaurants) include: 3-5 minute training video; paper placemats with STORM message coloring/puzzles to be used at restaurants; and, water-proof educational stickers for mop buckets and dumpsters.
- iii. Committee Participation  
The goal is to try and get everyone involved. With the need for the Web Committee ending, we have four committees (Promotional Materials, Events, Materials, Digital). Please consider how you can best be involved.

**7. Adjourn: 2:33 pm**

**Next Meeting:** Tuesday, July 23, 2019, at the Flood Control District of Maricopa County, 2801 West Durango Street, Phoenix, AZ.

August 20      September 24      October 22      November 26      December – no meeting

**PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH**