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 Palafax 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**