

# Meeting Minutes

Tuesday, October 20, 2020, 1:00 P.M.

Virtual

**Facilitator:** London Lacy, Chair

## 1. Introductions:

Eileen Dunn	ADOT
Laura Nordan	ADOT (STORM Treasurer)
Amy Murray	Buckeye
Dave Verhelst	Chandler
Derek Castaneda	El Mirage
Matt Oller	FCDMC
Kellie Elliott	Gilbert
Lisa Andersen	Glendale
Silvana Burgos	Glendale
Craig Lynch	Goodyear
Autumn Martinez	MC ESD
Ryan Cavalier	Mesa
Roman Palafox	Peoria
Josh Blakey	Phoenix
Lonnie Frost	Pinal County
Joe LaFortune	Queen Creek
London Lacy	Surprise (STORM Chair)
Kenya Chavez	Tempe (STORM Secretary)
Shannon Reed	Tempe
John Woods	Tempe

2. **Review/Approval Meeting Minutes:** A motion was made by Lonnie Frost and seconded by Amy Murray to approve the meeting minutes of September 15, 2020. Voting was unanimous in favor.

3. **Fiscal Agent Update:** Laura Nordan, Treasurer, reported Financial Report – Beginning bank balance October 2020 -\$101,681.82. Membership dues received \$8,000. Outstanding Dues \$1,500. Operating Budget \$93,681.82. Outstanding membership dues: Guadalupe but they have sent a check in the mail. Expenses in October - \$159.98 for website (basic maintenance/update service)

## 4. Action item updates:

### a.i. Committee Updates

a.i.1. **Educational Materials** – Dave is the lead and looking for more volunteers for the education materials committee. They will be working on automotive material in the next 2 months. Pete with City of Goodyear will be more involved since Craig is focusing on updates for all committees.

a.i.2. **Digital Media:** Derek Update: Media from Iheart and ABC 15 – Derek asked if they need approval. Laura would like a detail of what they are doing and the costs. ABC 15 will be running a quiz after the election. Iheart radio will be doing a geofence advertising at Nascar.

- a.i.3. **Events & Contests** – Kellie is the lead. There was discussion if the contests should go through the digital media committee since ABC 15 has sent out contests in the past. Kellie will send Derek Quiz content for ABC 15 to run. When events start back up again it will be useful to use the STORM tracking form to use for the annual report. London has the information on accessing the STORM webmaster to log swag and handouts on the form. Kellie would like the link for the events out in a monthly email for reminder. Kellie and Craig also discussed creating content this year to be ready to handout at the beginning of next FY.
- a.i.4. **Social Media:** Amy Murray Update: Social Media committee needs more volunteers to post on the FB page. Shannon Reed from Tempe will post on Monday's. Laura can do 2/week if needed she's currently doing Tuesdays. Derek is posting on Wednesday's. Also, reminder to check contact information on the STORM website if it needs to be updated send new information to [amurray@buckeyeaz.gov](mailto:amurray@buckeyeaz.gov). Amy also needs a volunteer to update website and FB calendar.

**5. New Business / Announcements:**

- a.i. STORM Swag/Outreach Supplies – Send a list to Kenya with any swag items you have or STORM banners, tablecloths, etc.... [kenya\\_chavez@tempe.gov](mailto:kenya_chavez@tempe.gov)  
Town of Guadalupe is looking for any posters anyone can donate.
- a.ii. Project WET Sponsor Opportunities – Derek suggested to look at the budget at the end of the year and the budget is \$88K for all four committees. Derek stated the medial committee will probably use all their budget. Amy stated we will receive a report at the end of the event to use for our annual report. Several committee members are in favor of Project WET sponsorship.  
Voting for Project WET sponsorship will be sent out and discussed at the November meeting.
- a.iii. City of Phoenix – Josh Blakely – the city has proclaimed January 25-31 Stormwater Awareness Week. They will have billboards, radio ads, social media posts and a virtual workshop. He will send out more information via email.

**6. Adjourn: 1:50 p.m.**

**Next Meeting:** Virtual

Nov 17    Dec 15

**PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH**