

## Meeting Minutes

**Tuesday, January 19, 2021, 1:00 P.M.**

Virtual

**Facilitator:** London Lacy, Chair

### 1. **Introductions:**

Brittany Schmidt	ABC 15
Eileen Dunn	ADOT
Laura Nordan	ADOT (STORM Treasurer)
Adam Craig	Apache Junction
Danae Presler	Avondale
Amy Murray	Buckeye
Derek Castaneda	El Mirage
Matt Oller	FCDMC
Justin Weldy	Fountain Hills
Kellie Elliott	Gilbert
Amy Baker	Glendale
Silvana Burgos	Glendale
Craig Lynch	Goodyear (STORM Vice-Chair)
Carrie Diekmann	iHeart Media
Autumn Martinez	MC ESD
Rachel Shauger	MC ESD
Ryan Cavalier	Mesa
Kathleen Garcia	Peoria
Roman Palafox	Peoria
Josh Blakey	Phoenix
Lonnie Frost	Pinal County (STORM Board Member at Large)
Wendy Cornell	Stormwater Pros
London Lacy	Surprise (STORM Chair)
Kenya Chavez	Tempe (STORM Secretary)

2. **iHeart Radio Update:** Carrie Diekmann reported the data for the brand awareness campaign at the NASCAR event. We had a total of 400,699 impressions, 561 clicks, 208,471 display impressions, and 254 display clicks. Top Geographic impressions: Avondale, Tolleson, Goodyear and Laveen.
3. **ABC 15 Update:** Brittany Schmidt reported the data for the Quiz they ran. We had 7,800 views and 3,209 entries. The Facebook post reached 155,039 people. They delivered 114,310 emails and gave out a \$100 gift card to American Furniture Warehouse. They will run a Stormwater Awareness Week campaign with estimated impressions of 600,000.
4. **Review/Approval Meeting Minutes:** A motion was made by Eileen Dunn and second by Amy Murray to approve the meeting minutes of December 15, 2020. Voting was unanimous in favor.
5. **Fiscal Agent Update:** Laura Nordan, Treasurer, reported Financial Report – January Beginning Bank Balance: \$87,671.84, Current Assets \$87,671.84, Contingency/Balance Forward \$3,000, Operating Budget \$84,671.84. Expenses paid to AZ Water \$2,500 and new obligation for ABC 15 Stormwater awareness week - \$5,500.
6. **Action item updates:**
  - a. Committee Updates
    - a.i. Educational Materials: Pete Burrell took over last month. He would like to nail down materials and would like any ideas sent over to him at [pete.burrell@goodyearaz.gov](mailto:pete.burrell@goodyearaz.gov). Danae sent an idea in the chat for automotive related education material could be to highlight benefits of using electric

vehicles (e.g. no oil, no oil leaks). Members of this committee are Danae Presler, Arry Odom, Dave Verhelst, Justin Weldy, Kelley Elliott, Pete Burrell, and Josh Blakey

- a.ii. Digital Media: Iheart Media and ABC 15 gave their updates. Members on this committee are Derek Castaneda, Silvana Burgos and Autumn Martinez
- a.iii. Events & Contests: Ryan had a reminder to log in events on the STORM website. Gilbert will be running a quiz during Stormwater awareness week and will log in as an event. Members for this committee are Ryan Cavalier, Roman Palafox, Lonnie Frost and John Woods.
- a.iv. Social Media: Laura volunteers to post on Friday's. They will be posting for Stormwater awareness week and will bosting the FB posts. Members of this committee are Laura Nordan, Shannon Reed, Rachel Shauger and Amy Murray.
- b. June Monsoon
  - b.i. 12 votes were submitted in favor of using June Monsoon via email
    - b.i.1. Members voted Yes at the meeting in favor of using June Monsson

**7. New Business / Announcements:**

- a. Stormwater Pros: Wendy Cornell presented a brief description of what her company does and how it would benefit STORM. She would like to become an affiliate member and the members voted in favor at the meeting.

**8. Adjourn:** 1:52 P.M.

**Next Meeting:** Virtual

February 16, 2021

**PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH**