Meeting Minutes
Tuesday, July 27, 2021, 1:00 P.M.
Virtual

Facilitator: Craig Lynch, Chair

1. Attendance:
   Brittany Schmidt   ABC 15
   Laura Nordan   ADOT (STORM Treasurer)
   Adam Craig   Apache Junction
   Amy Murray   Buckeye
   Dave Verhelst   Chandler
   Derek Castaneda   El Mirage
   Matt Oller   FCDMC
   Gary Baker   Fountain Hills
   Kellie Elliot   Gilbert
   Amy Baker   Glendale
   Silvana Burgos   Glendale
   Craig Lynch   Goodyear (STORM Chair)
   Pete Burrell   Goodyear
   Autumn Martinez   MC ESD
   Rachel Shauger   MC ESD
   Tyler Viliborghi   Mesa
   Roman Palafox   Peoria
   Josh Blakey   Phoenix
   Luis Weisel   Phoenix
   Lonnie Frost   Pinal County
   Wendy Cornell   Stormwater Pros
   Kenya Chavez   Tempe (STORM Secretary)
   Shannon Reed   Tempe

2. ABC 15 Update: The STORM quiz was taken by 4,199 people. See the questions below. The FB post for vehicle maintenance reached 168,604 people with 5,725 play clicks and 9,094 engagements. They also ran high impact units with 2,042,430 impressions and 1,958 clicks.

   ![Quiz Image]

   What percentage of central Arizona's rainfall happens during the monsoon months? 31% answered correctly
   True or False? Stormwater is sent to a treatment plant before it discharges into the local waterways. 49% answered correctly.
   Stormwater runoff from monsoon rain events flows untreated into: 84% answered correctly
   True or False: Litter and pollutants on roadways will be carried by monsoon storms into local waterways. 91% answered correctly
   What can I do at home to prevent monsoon storms from creating polluted stormwater runoff? 96% answered correctly
   True or False: Monsoon storms are generally short lived and more intense than storms during other times of the year. 92% answered correctly
   True or False: Flooding in low lying areas and flash flooding in steep areas can occur during monsoon storms. 98% answered correctly

3. Review/Approval Meeting Minutes: A motion was made by Silvana Burgos and second by Lonnie Frost to approve the meeting minutes for June 22, 2021 meeting. Voting was unanimous in favor.
   June Beginning Bank Balance: $73,359.07, Current Assets $73,359.07 Contingency/Balance
   Forward $3,000, Operating Budget $70,359.07. All member due invoices have been sent. If you
   have any questions, please contact Laura Nordan lnordan@azdot.gov.

5. Action item updates:
   a. Open Board Member Position FY 21-22: Craig is compiling SOPs for each position that
      will align with the bylaws. Laura Nordan volunteered for the Lead position for the social
      media committee.
   b. Committee Updates
      i. Educational Materials: The rack cards are close to being complete hopefully by
         the end of June. EEE is working on the Spanish versions. EEE has logos for all
         members a will add the logo to the rack cards. If you have an updated logo,
         please send to Craig Craig.Lynch@goodyearaz.gov.
      ii. Digital Media: See ABC 15 update. iHeart radio is doing a monsoon season
          campaign. Derek will request plan from iHeart and send to Craig to add to
          meeting minutes. Lonnie Frost from Pinal mentioned he heard a STORM
          sponsorship on KTR Radio. Derek will request a year-end report from iHeart and
          ABC15 to include in the annual report.
      iii. Events & Contests: No events now. Kellie will continue to search for events as
          the restrictions of the pandemic are lifted and events come back. She will keep
          on eye on the Tres Rios and the Odysea events. If other members have any
          other event ideas, please send them to Kellie Kellie.Elliott@GilbertAZ.gov. We
          are in the process of updating the inventory for SWAG items, tablecloths and
          banners please send Kellie an email if you have any items. If we need any new
          items, they will be purchased next FY.
      iv. Social Media: Everything is going well team has been posting continuously.
          Laura Nordan will be taking over next month.

6. New Business / Announcements:
   a. FY 21/22 Calendar: The meetings will be moved to the 4th Tuesday of the month from
      1:30-2:30 PM to meet the same days as AZ Water and make it easier for the members
      that belong to both committees to only meet one day. The meeting in July will be in
      person pending approval from FCDMC. The meeting for December might be cancelled
      due to the holiday. Craig will keep everyone posted.
   b. Silvana Burgos with Glendale mentioned there is new pilot program with ADEQ to submit
      online comments for the AZPDES General Permit modifications. The comment period
      will close July 30, 2021.
   c. Derek Castaneda with El Mirage mentioned the new De Minimis Permit is effective July
      1, 2021, file your NOIs.
   d. Laura Nordan mentioned the NMSA quarterly newsletter will be forwarded to all the
      members. She emailed to Craig so he can send out.
   e. Craig mentioned he and Tyler with Mesa are assisting Ryan compile the annual report.

7. Adjourn: 2:04 P.M.

Next Meeting: August 24, 2021 Flood Control District Offices, 2801 W. Durango Road, Phoenix, 1:30p-
2:30p

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH