

Meeting Minutes

Tuesday, September 28, 2021, 1:00 P.M.

ADOT Large Conference Room – 2140 W. Hilton, Phoenix

Facilitator: Craig Lynch, Chair

1. **Attendance:**

Laura Nordan	ADOT (STORM Treasurer)
Amy Murray	Buckeye (STORM Secretary)
Derek Castaneda	El Mirage
Gary Baker	Fountain Hills
Silvana Burgos	Glendale
Craig Lynch	Goodyear (STORM Chair)
Rachel Shauger	MC ESD
Tyler Vilborghi	Mesa
Luis Weisel	Phoenix
Lonnie Frost	Pinal County (STORM Board Member At-Large)
Kenya Chavez	Tempe
Marcia Sorensen	Surprise

2. **Call to Order:** Craig Lynch called the meeting to order at 1:05p.

3. **Review/Approval Meeting Minutes:** A motion was made by Laura Nordan and second by Luis Weisel to approve the meeting minutes for July 27, 2021. Voting was unanimous in favor.

4. **Fiscal Agent Update:** Laura Nordan, Treasurer, reported Financial Report – September Beginning Bank Balance: \$96,866. FY22 program budget: \$94,181, proposals received to-date: \$ 67,500, balance remaining: \$26,681. Laura is accepting sub-committee proposals for FY22 expenditures. All member due invoices have been sent. Apache Junction, Fountain Hills, Goodyear, and Scottsdale are outstanding. Check with your accounting office to make sure the current STORM address is in your accounting system. The address is: P O Box 403, Globe, AZ 85501. If you have any questions, please contact Laura lnordan@azdot.gov.

5. **Action item updates:**

a. **Open Board Member Position FY 21-22**

William Turner, Maricopa County, has expressed interest in serving as Vice-Chair – pending approval from management.

b. **Committee Updates**

If you would like to serve on a committee, contact Craig.

Each committee lead will schedule monthly/as-needed meetings with their group's members. Leads will provide updates at each meeting.

- i. Educational Materials: The rack cards are complete and stored at Maricopa County. Digital versions are being sent to individual members. Pete is working on the activity book which targets elementary-aged students.
- ii. Digital Media and contests: Motion was made by Derek to approve ABC15's FY22 proposal as presented in July's meeting. Lonnie seconded and membership approved unanimously. A proposal from iHeart Media will be given at October's meeting.
- iii. Events: This sub-committee needs a new lead to assume responsibilities of coordinating in-person events as Kellie has received a promotion.
- iv. Social Media: Membership is being assigned a monthly schedule to provide social media information and posts to Laura so they may be cross-promoted on STORM's Facebook page.

6. **New Business / Announcements:**

- a. FY 21/22 Calendar: Monthly meetings will be held the 4th Tuesday of the month at 1:00p 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.

- b. Committee leads need to complete their SOP documents by the end of the year and submit to Craig. The goal is to have a how-to manual on each position which will be passed on to new leadership and used as a standard operational guide.
 - c. Events committee needs a member to volunteer as the group's lead. See attached SOP.
 - d. Social Media committee is looking for material from membership. A list has been created to reflect the month which each member can submit stormwater-related content. Examples include events or your own social media posts. We want to use STORM to cross-promote each member's marketing outreach and events.
 - e. Kenya is waiting for information on outreach event opportunities Odysea, Phoenix Zoo, and Tres Rio. When confirmed, sign-up sheets will be distributed.
 - f. Each committee lead needs to submit an approximate budget to Laura by October 26th's meeting.
 - g. STORM's 5-year plan needs to be addressed and updated. Goal is to seek out required messaging for Phase 1s and target STORM's outreach accordingly.
 - h. Phase 1s to send target audience information to Derek for inclusion with ABC15 and iHeart Media programming.
 - i. A discussion was had concerning database usage and documentation for stormwater compliance. Options offered included App Sheet, Google forms, Public Stuff, Accela, Lucity, and ESRI.
 - j. Group discussed producing a BMP book (similar to Peoria's BMP book) instead of rack cards for HOA educational outreach. Craig shared an example.
 - k. Environmental-related job openings in Mesa, Goodyear, and Surprise
 - l. Volunteers are needed to assemble the FY22 annual report. Group wants this to be completed and distributed to membership by July 31, 2022. If you are interested in volunteering to assemble the annual report, see Craig or Amy.
7. **Adjournment.** Sylvia motioned to adjourn; Tyler seconded; unanimously approved at 2:19p.

Next Meeting: October 26, 2021, virtual

PROMOTING REGIONAL STORMWATER PUBLIC EDUCATION THROUGH OUTREACH