

## Meeting Minutes

Tuesday, March 22, 2022, 1:00 P.M.

Virtual

**Facilitator:** Craig Lynch, Chair

Meeting was called to order at 1:00p by Craig Lynch. A motion to approve the February 22, 2022, meeting minutes was motioned by Danae Presler and seconded by Marcia Sorensen. Approved unanimously.

1. **Attendance:** Laura Nordan, ADOT, Maureen Fredrickson, Apache Junction, Danae Presler, Avondale, Amy Murray, Buckeye, David Verhelst, Chandler, Derek Castaneda, El Mirage, Eileen Spielman, FCD, Silvana Burgos, Glendale, Craig Lynch, Goodyear, Autumn Martinez, Maricopa County, Tyler Viliborghi, Mesa, Amy Baker, Peoria, Roman Palafox, Phoenix, Lonnie Frost, Pinal County, Marcia Sorensen, Surprise
2. **Fiscal Agent Update:** Laura Nordan Lead. Updated budget sheets were presented and discussed. If you have any questions, contact Laura [lnordan@azdot.gov](mailto:lnordan@azdot.gov).
3. **Action item updates:** Board and committee nominations are being accepted for the FY23 season. Roles begin June 2022. Board Members (The Chair, Vice-Chair, Secretary, Treasurer, and At-Large members only - meet on June 9<sup>th</sup>). Laura remains on as Treasurer. In order for this organization to continue, there needs to be a Chair and/or Vice Chair, Secretary, Treasurer, and At-Large member. The current board has created how-to guidance documents for each Board position and each committee lead. Vote here to keep STORM operational this coming year: <https://www.surveymonkey.com/r/WPYV9Y9>
  - a. Committee Updates
    - i. Educational Materials. Pete Burrell – lead. Tyler Viliborghi is interested in taking over this position as of July.
      - Work continues on the BMP Manual and elementary school age activity book with EEE. Comments received have been submitted to EEE. An update will be provided to the group and a rough draft as soon as we have it on both items (prefer final end of April to meet permit requirements). Committee will have a week to provide feedback. BMP booklet will be digital and available in English and Spanish. Each member will have its own logo, plus STORM. Activity book will be printed.
      - SOP from committee lead is due to Craig.
      - STORM’s recently-approved five-year plan has been approved by the committee and to meet both Phase 1 and Phase 2 educational outreach stormwater permit requirements.
      - Bring unused swag your MS4 is not using to swap with another MS4 who could use it at April’s meeting (our next in-person meeting)
    - ii. Digital Media. Derek Castaneda is lead and will continue with this position next year:
      - ABC15 is working on stormwater awareness week and will provide a presentation at April’s meeting.
      - iHeart Media’s digital outreach proposal was approved and we are expecting a presentation at an upcoming meeting. Target audiences include HOAs, general monsoon awareness.

- SOP from committee lead is due to Craig.
- iii. Events: This committee needs a lead.
    - Several upcoming events were mentioned:
    - Swag Swap at in-person meeting in April at ADOT. If there is a specific request for materials, send the request to Craig and we will see if another member has what you are looking for and bring it to the April 25<sup>th</sup> meeting.
    - Group is looking for swag ideas to purchase in July. We are looking for a sub-committee to coordinate purchase of items which align with the five-year plan.
      - Gilbert is hosting a Global Village Festival March 26, 27
      - Goodyear is hosting a lakeside event in April
      - Avondale is hosting Kid Fest on April 9<sup>th</sup> targeting a younger audience. Contact Danae if interested in participating
      - There are several Earth Day events forthcoming. If anyone would like to represent STORM at these events, contact Craig [craig.lynnch@goodyearaz.gov](mailto:craig.lynnch@goodyearaz.gov)
  - a. To log your event on STORM's Calendar: [www.google.com/calendar](http://www.google.com/calendar)
    - i. Login: [azstormcalendar@gmail.com](mailto:azstormcalendar@gmail.com) Password: STORM\*2020
    - ii. Locate date(s) and provide as much information as possible by clicking on the date and inputting data. When finished, click "Create Event"
  - b. To log in event tracking data showing how many promotional items were given away; how many people were interacted with, etc. (this is for the annual report)
    - i. Login: <https://www.azstorm.org/forms/outreach-event-tracking>
    - ii. User Name: form382 Password: form382
4. Social Media. Laura Nordan Lead: Continue to send stormwater messaging and your MS4's event posts to Laura for cross-promotion. Facebook boosting continues. No current action in Instagram; regular posts on Twitter. Send contact to Laura Nordan, Craig Lynch, or Amy Murray.
  5. New Business / Announcements: STORM needs a website editor. This is a paid position. Must know Joomla. The Secretary works alongside the editor to ensure content is up-to-date.

Voting took place to adjourn the meeting. Sylvana Burgos motioned, Derek Castaneda seconded and was unanimously approved. The meeting adjourned at 1:40p.

**Next Meeting:** April 25, 2022 in-person at ADOT