Conference Committee Meeting Minutes

Date 8/12/2016 | Location HDR

<table>
<thead>
<tr>
<th>Meeting leader</th>
<th>Gretchen Baumgardner</th>
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<td>Type of meeting</td>
<td>August’s Committee Meeting</td>
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In attendance

Mike Ambroziak  | Chelsea Francis  | Lisa Jackson  | Annette Reese |
Larry Ayers     | Clayton Freed    | Anupa Jain    | Fred Rouse    |
Amy Baker       | Seth Fronk (on-oh) | Jeanne Jensen | Richard Sacks |
Gretchen Baumgardner | Tom Galeweski | Carol Johnson (on-ph) | Teresa Smith-Dehesus |
Jesse Black     | Bob Goff         | John Masche   | James Taylor  |
Aimee Conroy    | Patrick Goodfellow | Bill McCarthy | Jim Wright    |
Curt Courter    | Larry Hansen     | Nashita Naureen | Ginger Lundy |
Lisa Culbert    | Bob Hollander    | Alan Palmquist |            |

Topics Discussed

Keynote

- Jeff Flake, Keynote address would be on Friday lunch. It may be easier to get politicians to the conference if it’s not in the middle of the week.
  - Might need another speaker due to Politian’s schedule changes.
  - Other names:
    - **Bruce Arians** – Head coach of the Arizona Cardinals
    - **Michael Phelps** – lives in the valley and will be coaching at ASU – will come with a fee
    - **Andy Lopez** (retired baseball coach at UofA) - Carol saw him talk and he was super inspirational.
    - **Tom Chabin** – State Rep for District 2 (Flagstaff)
    - **Chip Davis** - State Rep for District 1 (Yavapai county) - Lisa Culbert knows him
    - **Paul levy** – Former director of Massachusetts Water Authority – The Nut Island Effect
    - **Chad Pregracke** – led the cleanup of the Mississippi River, inspirational speaker
    - Killing the Colorado documentary – someone from that who did the digging
    - **Doug Ducey** – Carol reached out to her son to get a contact at the governor’s office
    - **Michael Bidwell** – Executive with Arizona Cardinals
- Need to make subcommittee to rank the names above. (Aimee, Bob, Lisa C., Chelsea, & James)

Panel Discussion

- Topics for the panel discussion (Thursday afternoon) DCP (drought contingency plan). The DCP is the discussion that is being had between CA, NV, & AZ and the US government on steps to take to reduce drought del
• Sarah from Kyle Center for Water policy. Discussion with Sarah, offered to liaison and help us with Kyle participating in the panel.

**Sponsorships**
• 27,000 Sponsorship from last year
• Parking – Pre-purchase parking tickets and design with a logo on it. Subcommittee will handle this, municipals can’t get reimbursed (some). And everyone other than muni’s will pay for it. -A lot of the options seem complicated and hard to administer.
• Pricing, if they are sponsoring they can get prime location in vendor booths.
• Consultants/Sponsors could get a short video/presentation slide.
  o Suggestions of a video clip at the breakfast of lunch they are sponsoring
• Have to remember all the committee events.
• Need to broaden the groups of who we ask for sponsorships.
• Push for industrial companies to sponsorships… Intel, Honeywell, Mining, APS, SRP,
• Need sponsorship sub-committee, telethon for the sponsorship. All part of outreach!
• Getting to the smaller systems. Rural Water
• Will not be doing Push notifications on the app for sponsors. Leave app to Splash page and banner.
  o App Banner adds limited to 4-5 sponsors.
• Sponsorship subcommittee will get back together to consider comments and get back to the Conference Committee.

***Please review the attachment below with details on what the subcommittee is thinking a breakdown could look like. We want any and all comments to this expansion of sponsorships

**Meter Mania**
• Improve, get more competitors.
• Promote teams. Need to outreach to muni’s to bring more teams to the conference.
• Winner, might send two people to ACE. Add to a sponsorship.
  o Can all the municipals receive an ACE trip
  o Make sure you put limits on travel expenses
• Do it all day Wednesday. And Finally on Thursday or Friday (table this idea until later).
• Get a program together to give to muni’s
• E-blast with details to muni’s, include video
• Distribute flyers
• Get video/info on website
• Noah’s list of operators to promote
  o Need to do outreach to the right people at many of the muni’s
• Neptune supplies meters (in-kind) put Neptune as an in-kind sponsor
• Epcor sponsored last several year’s, but will probably not this year.

**Competitions and Contest**
• Taste Test
  o Temperature is a huge different
  o Use cups without flavor
Sample Point – consistent rule, deadline for when to turn it in.
Ace are all at room temperature
How much water do you need?
Could ask Tap Into Quality to help with this, or host it at their booth or at WFP’s booth
Pre judge to narrow if there are too many participants
  • May want to narrow to a small group of providers, maybe 5
Combining a flyer for Meter Mania and Taste Test (how utilities shine)
Supply the containers

YP Video
  • Dirty Jobs theme for video
  • Highlight operators in remote parts of the state and fold in the scenery.
  • Unsung Hero’s titles.
  • Post on the website.
  • Build content and story board –
  • Sponsored last year AZ town hall video competition. Why is water important to you?
    • Video submitted instead of YPs doing this.
    • Showcasing AZ’s scenery. Montage
    • Economic development departments
  • YPs’ engagement of nonmembers and members is why we wanted to have YPs to go out. Controls quality of the video.
  • Really cool operators outside of central PHX, want to showcase as many as possible.
  • We need help to find contacts
  • Patrick help YP to put video together (project manage)
  • Northern Gila County Sanitation - Brian Sitco (Payson)

Convention Center:
  • We now have 2 exhibit halls! Use second hall for:
    • Vendor presentations
    • Seating for meals
    • Mobile charging station
    • Meter mania
  • Lisa Culbert still checking to see if we can visit the PCC in October, committee meeting at B&C, visit PCC, then BBQ.
When | Lunch Sponsor
---|---
June | HDR
July | Black & Veatch
August | Hazen
September | Ch2
October | Brown & Caldwell (@BC)
November | Wilson
December | GHD
January | Arcadis
February | CPM
March | 

Thank you Hazen & Sawyer for sponsoring lunch!!

HAZEN and Sawyer
Environmental Engineers & Scientists