Consumer Outreach Committee – TAWWA Education Division

Meeting Minutes for January 13, 2020

Present: Helen, Jessica, Emily “the Intern”, Raquel, Alondra, Gail, Karen

Next meeting: February 10, 2020 @ 9 a.m.

I. Announcements

II. Old Business Discussion

A. All Things H₂O Blog (Karen and Jessica leading)
   i. December/January – Raquel (coworker’s experience in the Arctic)
   ii. February/March – Alondra (Houston’s Water Festival) due 1/24
   iii. April/May – Jessica (Fix-a-Leak Week or Irrigation)
   iv. June/July – Helen

B. Memes (Helen and Alondra leading)
   i. February – Emily (Jessica will forward to Karen)
   ii. We’re done creating new memes and will repurpose the old ones!

C. The Water Utility Manager’s Playbook “Water UMP” (Karen leading)
   i. Ideas include sharing stories from communications experts, “hindsight is 2020,” and lessons learned and do’s/don’ts for utility managers

D. Communications – Capture and Share the Stories! (Raquel leading)
   i. Raquel will reach out to Christianne about the Section website

E. Growing our network across Texas (Shae leading) no updates

F. Measurements (Alondra leading)
   i. Section has more interaction on FB than Twitter; Section posted a lot of our memes in December; Section needs to be using the hashtag when they post/share our memes; Section might want to post memes before the actual holiday for more traction
   ii. Alondra and Raquel had some additional observations:
      1. What is the best way to host memes? FB? Alondra will email Mike
      2. Infographics (3 types)
         a. Random Facts
b. Memes
  c. Holidays

3. Logo space for utilities to put their brand
4. “Sewer Bowl” project with request for volunteers

III. New Business

A. Division update no update

B. Chapter updates
   i. NCT
      1. miniCAST conference in February
      2. Regional science fairs in Dallas and Fort Worth
      3. Earth Day 2020 in Oak Cliff and at a brewery with co-branded pint glasses, water trivia games and sno-cone food truck
   ii. SE
      1. Haven’t met in 2020 yet
      2. Half-day seminar in February
      3. Partnering w/ Houston Water Festival
      4. Will connect w/ CAST for a water-related tour

IV. Roundtable (All)

A. Jessica & Emily – “Fix-a-Leak” week in March promoting heavily with booths at library and utility office; Earth Day events at Parks and Library Depts
B. Raquel – in-house messaging, including new motto “Water Empowers”
C. Helen – water conservation award ceremony for Waterwise Landscape Tour streamed live during the new council committee for OEQS; “Fix-a-Leak” week idea brainstorming; Splitting time with Urban Agriculture
D. Alondra & Gail – participating in “Fix-a-Leak” week for the first time; Water Festival is May 8th and Wastewater Tour on April 25th
E. Karen – working on budget