Consumer Outreach Committee – TAWWA Education Division

Meeting Minutes for August 10, 2020

Present: Raquel, Gail, Jessica, Helen, Alondra, Karen

Next meeting: September 14, 2020 @ 9 a.m.

I. Announcements
   A. TAWWA Leadership Summit 8/21 – Jessica and Karen plan on attending
   B. Education Division’s Strategic Planning Meeting 8/28 (with break-out sessions and then Division follow-up as a large group again) everyone on the call will attend; our next Committee meeting will be dedicated to Strategic Planning

II. Old Business Discussion
   A. The Water Utility Manager’s Playbook “Water UMP” (Karen leading) see Teams file for notes
   B. Social Media Metrics (Alondra leading) Karen asked Mike for Facebook access; Alondra provided new metrics for discussion; Karen provided blog reports and Partnership Development’s resource list for future use
   C. All Things H2O Blog (Karen and Jessica leading)
      i. Aug/Sept – Alondra/Gail “Imagine a Day w/o Water”
      ii. Oct/Nov – Houston/Dallas “Defend Your Drains” and “Protect Our Pipes”
         Alondra would like for this to be posted closer to November for their release date – she will provide a posting date to Karen
   D. Memes (Raquel and Alondra leading) due 8/28 Raquel created new #COVID19 memes and a Texas Utilities “thank you” video; Mike Howe really liked them
   E. Growing our network across Texas (Shae leading) on hold for now per Greg

III. New Business
   A. Division update (see Christianne’s meeting summary)
   B. Chapter updates
i. **SE:** Imagine a Day Without Water – working on improvements to regional campaign

ii. **NCT:** no updates

**IV. Roundtable (All)**

**Raquel** – new website design has been launched ([swwc.com](http://swwc.com))

**Gail** – no updates

**Jessica** – Wyland Foundation Mayor’s Water Conservation Challenge pledge for August

**Helen** – Mayor’s Challenge too – Dallas is in 2nd place! Library “lunch ‘n learns” continue, such as Veteran farming (today) and “Trinity Runs Through It” on flood control

**Alondra** – Imagine a Day Without Water upcoming campaign; FOG campaign in November; waiting to do the Mayor’s Challenge next year

**Karen** – Excited to work on City Manager’s new budget initiative for “unserved areas” within Dallas city limits.

**CONGRATS TO ALL THE WATERMARK AWARD WINNERS!**
**YOU ARE ALL WINNERS TO THE EDUCATION DIVISION 😊**