

WWA Image/PR Subcommittee Meeting Minutes

January 13, 2011

Members Present: Jeff Ripp, Patrick Planton, Roz Rouse, Tonya Chandler, Mike Heyroth

Roster/Membership

The subcommittee reviewed the roster sent out with the meeting agenda. Jeff Ripp agreed to follow-up with inactive members and to submit an active roster for publication on WWA's website.

Tonya Chandler announced that she was stepping down as Communications Committee Chair. The role is vacant.

2010 Activities

The subcommittee reviewed the list of activities conducted in 2010, which was provided with the meeting agenda. There were no additional activities noted.

Subcommittee Mission

The subcommittee reviewed and affirmed the Image/PR Subcommittee's mission statement, as published on WWA's website and included in the meeting agenda materials.

2011 Activities

The subcommittee reviewed and discussed the proposed list of activities for 2011 (included with agenda materials).

1) Public Relations Support

The subcommittee will continue to assist with drafting press releases as needed for the board, and Roz volunteered to assist with this task. Jeff will continue to work with other committees to identify topics and areas of cooperation.

2) Media Resource List

The subcommittee is waiting to hear back from the Board on this item. The next step is to compile a media resource list of newspapers, etc. throughout the state. Jeff will check into getting the PSC's media contact list as a starting point. Jeff agreed to send a copy of the media resource list to Pat.

3) National Media Campaigns

The subcommittee is interested in becoming more involved with Fix a Leak Week and AWWA Drinking Water Week. Jeff is already working on materials for Fix a Leak Week for the PSC and will send these to Jill to distribute to the membership through email. Jeff will also collaborate with Mike Heyroth and the UW Student AWWA Chapter on developing a Facebook application/contest for Fix a Leak Week.

Tonya is interested in developing something for Drinking Water Week in May, also using Facebook or promoting some sort of contest with schools. The subcommittee agreed to take on this task and will discuss details at the next meeting.

4) Member Recruitment

Ongoing task for all subcommittee members – invite others to participate in the committee.

5) Legislative Workshop

Jeff provided an update on the proposed legislative day in April. WWA legislative affairs is working with MEG and MEUW to put something together. The subcommittee will be available to assist in whatever way is necessary.

6) Newsletter

The next newsletter deadline is February 4, 2011. The subcommittee plans to contribute several items:

- Jeff will submit a subcommittee report
- Tonya will author an article on communications/PR
- Mike will draft a short piece on using Facebook to get the message out
- Roz will submit rules and a preview for the Water Taste Test Contest

Additional articles or contributions are welcome from other subcommittee members.

7) Annual Conference

The subcommittee discussed its responsibilities for the annual conference. The Communications committee usually must fill one afternoon with a communications/Image PR related topic. Roz suggested inviting Jeff Flemming (Mayor's Office) to talk about PR. Tonya suggested that a speaker address negative information on Facebook or the internet. Roz will investigate getting Flemming to attend and speak.

Roz will continue to coordinate the Water Taste Test but is looking for additional volunteers to help run the event. The subcommittee discussed alternative mechanisms for judging the contest, but no decision was made.

Other Business

None.

Next Meeting

Jeff noted that the subcommittee will continue to meet quarterly. Pat suggested that the subcommittee consider at least one in-person meeting to improve cooperation and build relationships. Jeff will investigate scheduling at least one in-person meeting.

The next meeting is tentatively scheduled for Thurs. April 7, 2011 at 1:00 PM.