

**Fountain Creek Watershed, Flood Control and Greenway District
Citizens Advisory Group**

**Meeting Minutes
August 9, 2019**

The meeting was held at:
City of Fountain, City Hall
116 S. Main Street, 2nd Floor
Fountain, CO

- 1. Call to Order, Establish Quorum and Introductions.** The August 9, 2019 meeting of the Fountain Creek Watershed, Flood Control and Greenway District (FCWD) Citizens Advisory Group (CAG) was called to order by Ms. Irene Kornelly, Vice Chair, at about 9:37 a.m. A quorum was achieved, with the following CAG members in attendance:

Irene Kornelly – Chair and CAG Representative to the FCWD Governing Board
Ian Hartley – Vice Chair
Jack Wallick – CAG Secretary
Mary Barber – Alternate Representative to the FCWD Governing Board and Web Manager
Tom Ready
David Woolley

CAG Members Not Present:

Nancy Bernard
Christine Lowenberg
Judith Rice-Jones
Josh Watkins – TAC Representative to the CAG

Also in Attendance:

Larry Small, FCWD Executive Director
Alli Schuch, Outreach Coordinator
Lisa Bachman, Bachman PR
Jamie Valdez, Sierra Club and Fountain Creek Water Sentinels
Velma Campbell, Sierra Club and Fountain Creek Water Sentinels
Rick Ringler, Sierra Club and Fountain Creek Water Sentinels

- 2. Approve Agenda of Meeting.**

Upon motion duly made, seconded and unanimously carried, the amended August 9, 2019 Agenda was approved.

- 3. Approve Minutes of the June 14, 2019 Meeting.**

Upon motion duly made, seconded and unanimously carried, Minutes of the June 14, 2019 and Notes of the July 12, 2019 Meeting were approved.

4. Presentation: 2019 Public Relations Plan, Lisa Bachman. Lisa Bachman presented her plan for the Fountain Creek Watershed District public relations and publicity campaign. Lisa began by stating the goal of the plan. Ongoing communications to increase awareness and to build the District brand.

Among the audiences to be reached are

- Elected officials in the District's nine-member governing board,
- Agencies that provide the District with oversight or funding,
- The general public in each of the jurisdictions,
- Educational institutions,
- Fort Carson and Air Force Academy natural resource planners and PIOs,
- The news media.

Strategies and Tactics include the following

- Fact sheets, one per month initially, incorporating graphics, photos, and maps; with possible timely topics as follows
 - The District, overall, and projects, processes, etc.,
 - Flooding risk and control, water quality and MS4 permit compliance,
 - Erosion/sedimentation,
 - Recreation/aesthetics/greenways, wildlife habitat, wetlands,
 - Stormwater management.
- Testimonials, e-newsletters, and social media posts,
- News releases, story pitches for District events or projects,
- Assist/promote activities (i.e., Creek Week),
- Provide website content/updates,
- Presentations to Governing councils of member jurisdictions, service clubs, chambers of commerce, Housing and Building Association. The standard District presentation will be re-worked to make it more flexible and easily delivered by anyone, even members of the CAG.

To measure PR program effectiveness, Lisa proposes to collect the following statistics on program outputs, such as

- e-newsletters distributed,
- News releases/story pitches delivered,
- District brochures distributed,
- Database growth,
- Public Opinion surveys distributed/completed.

Bachman PR will also measure outcomes, such as increasing awareness of the District and District priorities, through:

- Changes in public and business awareness from baseline to subsequent polls,
- Increasing sophistication of comments and questions during public meetings and events.
- Media/news articles published/aired,
- Tone/content of social media posts,
- Feedback from attendees at community events.

Lisa then presented preliminary results from the recent survey that was sent out, highlighting areas of strength and areas needing improvement, regarding District activities.

5. Reports.

a. Governing Board Meeting. Larry Small reported on the July 26 Board meeting.

- The Board heard a presentation on El Paso County's plan for the Hanson Creek Project.
 - The Board approved the request for funding of the District's member governments.
- b. TAC Meeting.** Irene reported on the TAC meeting August 6th.
- The TAC heard the 10 Year Progress Report by Larry.
 - The TAC also heard Lisa Bachman's presentation on the public relations plan.
 - It was announced that an MS-4 publicity campaign would begin soon.
- c. Outreach Group.** Allison reported on Outreach issues.
- Maitland, our CC intern, is about to wrap up his term.
 - CC has announced, however, that a grant from El Pomar will fund six students from January to October, three to five hours each per week to support Creek Week.
 - International Coastal Cleanup, of Ocean Conservancy, has featured us as an inland partner with a nice article in their latest publication.
 - We are now distributing a new, compostable pet waste bag made from vegetable material.
 - We're partnering with the Brewshed Alliance to support Pawtoberfest at the Bear Creek Nature Center.
 - Creek Week has about 40 groups signed up, with a total of 1700 volunteer slots so far
 - The latest Creek Week meeting had 15 people attend, six of whom were new.
 - New this year is data collection using the iNaturalist tool from Fountain Creek Water Sentinels. We'll be able to identify and report on flora/fauna observed during Creek Week.
 - Allison reported on Brewshed Alliance members Trails End, Phantom Canyon, Goat Patch, and Peaks and Pines Creek Week promotions. The Brewshed Alliance is developing into a significant funding source for Creek Week.
 - Allison is working on some events in Pueblo.
 - The Pikes Peak Library District is providing a location in its facilities for Creek Week and District literature.
- d. Monetary Mitigation Fund Advisory Committee.** Irene reported that they met in July and considered the Hanson Creek project and the Greenview Trust, but have made no firm decisions on any 2020 projects yet. We should hear on the GOCO grant on August 25th, which will bear on our capital plans.
- e. Website.** Mary reported that the website is generally working well. Links have been fixed where needed, and users are asked to report problems.
- 6. Current Business.** Larry reported on current projects.
- Piñon Bridge will close out in the next week or so.
 - Barr Farms Phase I is likewise about to close out.
 - The Pueblo Channel Design is done and the grant is closed out.
 - Overton Road is at the 60 percent design point.
 - The Flood Plain Management Opportunities Study is looking at projects to present at the next stakeholders meeting.
- 7. Other Business.** Irene spoke to the subject of a different meeting time, specifically, sometime in the afternoon. The college student interns are in class until noon, and it would be best if they could attend our CAG meetings. She thought it would be difficult to change the day, but wanted to raise the issue.
- 8. Public Comment.** The visitors from Water Sentinels expressed gratitude for being able to attend. Irene invited them to join the CAG, and referred them to the recent E. coli study on the website.

9. Next Meeting. The next meeting will be at 9:30 a.m. September 13, 2019, at Fountain City Hall, 116 S. Main, Fountain, CO.

10. Adjourn:

Upon motion duly made, seconded and unanimously carried, the meeting adjourned at approximately 10:55 a.m.