

Communications Council – February 2024 Minutes

- **Attendance**
 - Samarhia Giffel, Izamar Contreras, Stacey Kukkonen, Randy Roost, Trisha Bruzek, LaShone Bedford, Kelly Gleason, Alyssa Olson, Curtis Burris-White
- **Council Programs**
 - Communications Workshop, to be presented at ACE
 - Social Media; LinkedIn, Twitter, FB, IG- Lead, Susan
 - Water Works Updates; Weekly- Lead, Stacey
 - Water Works News; Quarterly- Lead, Kelly
 - Podcasts; Series, Episodes- Lead, Curtis, Heather
 - Campaign/Events Calendar
- **Committees under Council- Report Outs**
 - Social Media Committee:
 - Susan Knepper*, Trisha Bruzek, Hillary Caron
 - Updates
 - *Member Highlight videos and interviews; getting to know you, ask me anything.*
 - *Let's do a survey/poll of what our members want to see.*
 - *Trisha will send Stacey questions for the poll.*
 - Please send Susan content, including pictures, videos, and content AWWA live events
 - Four Campaigns for the year
 - *World Water Day – 3/22/24*
 - Drinking Water Week – 5/5/24-5/11/24
 - Source Water Protection Week – September 2024
 - Imagine a Day without Water – October 2024
 - Water Works Updates:
 - Stacey Kukkonen*, Samarhia Giffel
 - Updates
 - Water Works News Committee:
 - Kelly Gleason*, Matt Lane, Randy Roost, Angie Goodman, Alyssa Olson, Tom Smith
 - Updates
 - Podcast Committee:
 - Stacey Kukkonen*, Curtis Burris-White, Matt Lane, Samarhia Giffel
 - 2nd Episode recorded and in editing mode
 - *Communications Workshop*
 - *Will be held at ACE in September*
 - *Topics:*
 - *Social Media toolkit, what would this comprise of?*
 - *Put the workshop to work... Contest- general sessions ask the people as they go through the*

exhibit call- tweet post include the section # with a \$25 dollar prize to stimulate them to joint Interactive.

- Promote the 50th anniversary of the Safe Drinking Water Act (SDWA):
 - Target Audience- Members, help members promote within their areas
 - Pair with Nationals Water 2050 Initiative
 - Proclamation from the Governor (involve GAC)
 - Share in WWN, WW Updates, ACE, Joint Expo, Podcast
 - Create a template for all utilities to seek a proclamation from Mayor, City Manager, or County Administrator
 - Campaigns- Introduce Proclamation
 - March 2024- World Water Day
 - May 2024- Drinking Water Week
 - Show/share archives of the past and innovation for the future
 - Gary found an old sign
 - We may have old plaques and/or proclamations
 - Record members at Joint Expo with snippets regarding the SDWA and what it means to them
 - Articles/Themes
 - Alyssa- Source Water Related
 - Chairs -Past, present, and future 500 words
 - Did you know- trivia on world water day and SDWA
 - Crossword

Next Meeting March 6th