

# Communications Council – January 2024 Minutes

- **Attendance**
  - Samarhia Giffel, Izamar Contreras, Rebecca Chestnut, Stacey Kukkonen, Randy Roost, LaShone Bedford, Matt Lane, Kelly Gleason
- **Council Programs**
  - Communications Workshop; **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
      - Water Wednesday- content on every Wednesday- meet once a month to plan Wednesday post including member highlights
      - 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
      - **Spring Issue – Deadline January 26<sup>th</sup>**
  - Podcast Committee:
    - Stacey Kukkonen\*, Curtis Burris-White, Matt Lane, Samarhia Giffel
    - **Updates**
      - **Please forward the Inaugural Episode to your networks**
      - **Next Episode is Meet the Hosts and Their Team**
  - 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.

- Joint Expo
  - February 6 & 7
  - We need everyone to pitch in and obtain video recording of the competitions, member highlights, podcast setup, etc.
  - Stacey will be vlogging
  
- Promote the 50<sup>th</sup> 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

**Next Meeting February 8<sup>th</sup>**