

Communications Council – March 2024 Minutes

- **Attendance**
 - Samarhia Giffel, Izamar Contreras, Stacey Kukkonen, Randy Roost, LaShone Bedford, Curtis Burris-White, Matt Lane, Susan Knepper, Erika Ballard
- **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
 - Please send Susan (561) 568-2425 content, including pictures, videos, and content AWWA live events
 - Four Campaigns for the year
 - World Water Day – 3/22/24,
 - due March 18th
 - add to Tuesday's Water Update email for members to share on their platforms
 - 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
 - Water Works News Committee:
 - Kelly Gleason*, Matt Lane, Randy Roost, Angie Goodman, Alyssa Olson, Tom Smith
 - Water Warriors (every other issue)
 - What Every Operator Should Know, (every issue)
 - Summer Issue Articles due May 3, 2024
 - Podcast Committee:
 - Stacey Kukkonen*, Curtis Burris-White, Matt Lane, Samarhia Giffel
 - 2nd Episode published at end of March
 - 3rd Episode will focus on anniversary of the SDWA
 - 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
 - Articles/Themes. 500-1000 words
 - Alyssa- Source Water Related
 - Chairs -Past, present, and future 500 words
 - History of SDWA by Matt Lane
 - Did you know- trivia on world water day and SDWA
 - Crossword Spring Issue, share Crossword on Social Media and Water Updates??

Next Meeting April 3rd