

Communications Council – May 2024 Minutes

- **Attendance**
 - Stacey Kukkonen, Samarhia Giffel, Angie Goodman, Stefanie Burns, Alyssa Olson, Kelly Gleason, Randall Roost
- **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**
 - Podcast:
 - SDWA connecting one water with source water
 - Alyssa and Jean
 - Toilet to Tap
 - **Communications Workshop- MI ACE Pre-conference Workshop**
 - Session Title: Mastering Social Media: Building Your Toolkit for Success
 - Writeup: Participants will learn to create a robust social media toolkit, covering goal setting, audience targeting and content strategy. Through interactive breakout exercises and discussions, learn to monitor analytics and foster community engagement to excel in the dynamic world of social media. By the end, attendees will be equipped with practical skills to maintain effective social media management.
 - **SDWA**
 - 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
 - Scavenger Hunt or Geo tag game for SDWA
 - Alyssa- Source Water Related- needs timeline
 - Toilet to Tap (save for a later date)

Next Meeting June 5th