

## **Teresa Andrews**

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**From:** Roseann L'Esperance <roseannl@cityofws.org>  
**Sent:** Tuesday, April 10, 2018 7:59 AM  
**To:** Amy Crum; Anita Simpson; Clint McNeill; Dale, Jay; Danny Scales; Debbie Hinson; Emily Harrison (eharrison@clemmons.org); Eric Martin; Frank Park; George Hauser (publicworks@lewisvillenc.net); Greg Patton; Jeff York; Joy Sparks; Katie McBride (kmcbride@jamestown-nc.gov); Kelsie Engelhard (kelsie.engelhard@highpointnc.gov); Kimberly Sowell; Kristine Williams; LaToya Harris; Libby Hodges; Matthew Johnson; Michael Rhoney (mrhoney@ci.asheboro.nc.us); Moore, Dora; robbie.baker@highpointnc.gov; Ryan Moser; Seneres, D.J.; Teresa Andrews; Wendi Hartup (whartup@toknc.com)  
**Subject:** Important Information Regarding the PTWQP  
**Importance:** High  
**Follow Up Flag:** Follow up  
**Flag Status:** Completed  
**Categories:** PTWQP

Good morning. I am writing to you today to inform you that the Piedmont Triad Water Quality Partnership will be dissolving at the end of this fiscal year, 2017-2018. Several communities have made the decision not to renew their membership after this year. After careful consideration of the future budget, the executive committee decided that the partnership would not be able to provide a level of service that would be beneficial to its members.

**Please cancel the meeting scheduled for April 19 in Winston-Salem. That does not mean that our work is done. There is money that needs to be spent and items owned by the partnership that need to find a permanent home. Therefore, please mark your calendars to attend the final meeting of the partnership on May 24, at 10:00.** We will meet at Water Resources, in Greensboro. By moving the meeting out to the end of May, we will have a more accurate count of the remaining monies. The executive committee will have some recommendations regarding the final dispersal of the funds, but we must have a quorum to vote on this dispersal.

In addition, we plan to have a raffle on our shared items, including the wheel, a table top display case and a Mudpuppy Pond table top flip book.

I have enjoyed working with you and getting to know you all. I value the work we have accomplished over the past 15 years. I wish everyone continued success with their programs and I look forward to seeing you at our final meeting on May 24<sup>th</sup>.

*Roseann L'Esperance*  
Community Educator  
City of WS Stormwater/Erosion Control Dept.  
336-747-6960



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## PIEDMONT TRIAD WATER QUALITY PARTNERSHIP

May 24, 2018

### MEETING MINUTES

The meeting was held at 10:00 am at the Greensboro Water Resources, 2602 S Elm-Eugene Street, Greensboro, NC. Present at the meeting were Roseann L'Esperance, *Co-Chair*, Latoya Harris, *Co-Chair*, Wendi Hartup, *Vice-Chair*, Joy Sparks, *Treasurer* and Anita Simpson, *Recording Secretary*.

1. Call to Order: Roseann L'Esperance called the meeting to order.
2. Attendance: Members in attendance signed roll call for voting recordation. A quorum of 15 member governments was present with attendance as follows:

Alamance County	Libby Hodges
Archdale	D.J. Seneres
Asheboro	Michael Rhoney
Burlington	
Clemmons	Emily Harrison
Forsyth County	Amy Crum
Greensboro	Latoya Harris, Kim Sowell
Guilford County	Teresa Andrews
High Point	Anita Simpson
Jamestown	Matthew Johnson
Kernersville	Wendi Hartup
Lewisville	Ryan Moser
PTRWA	Joy Sparks
Randleman	Greg Patton
Randolph County	Eric Martin
Rural Hall	
Trinity	
Winston Salem	Roseann L'Esperance

3. Approval of Minutes: A motion was made by D.J. and seconded by Greg to approve the February 1, 2018 meeting minutes. The motion passed by unanimous vote.
4. Social Media Updates: Emily presented the May 24, 2018 social media report as follows:

Facebook	205 Likes
Fans	70% Female and 30% male
Top 5 cities	Winston-Salem, Greensboro, Clemmons, High Point, and Kernersville



Twitter 50 followers  
1163 tweets

Instagram 100 followers  
245 posts  
**Let's Talk Trash Video**  
❖ 80,848 views  
❖ 724 likes  
❖ 44 comments

- WXII News 12 continues to follow Lenny
- Nature Cat (PBS kids' TV show about understanding nature) now follows Lenny the Lifeguard on Twitter (one episode actually focused on storm drains).
- NC Superintendent Mark Johnson is most recent Twitter follower.

Media Placement Services and Spider Digital for Fiscal Year 2017-18 Litter Campaign

Platform	Impressions	Clicks
Facebook	175,282	340
Instagram	229,036	297
Twitter	187,611	6
Google Display	8,432,671	34,678
<b>TOTAL</b>	<b>9,024,600</b>	<b>35,321</b>

5. YouTube Update: Emily shared the following results for both Lenny and the PTWQP YouTube sites:

Lenny: 1233 total views, 3 subscribers  
Top 3 videos: Lenny the Lifeguard at SWFLL – Clip 2 (11% of all views)  
Groundhog/Froghog Day 2018 - (10% of all views)  
Lenny the Lifeguard at SWFLL – Clip 1 (8.4% of all views)

PTWQP: 1643 total views, 13 subscribers  
Top 3 videos: Dumping Household Chemicals in Storm Drains (24% of all views)  
Lenny the Lifeguard full cartoon commercial (24% of all views)  
Litter Prevention 2 (Western) (14% of all views)

6. Website Update: Wendi stated that although the Partnership is dissolving, the website has been updated and will remain up because the Partnership previously paid for 2 years' web hosting. Although the new web address appears on Facebook and Twitter, it has not been advertised by the Partnership (logs on giveaways advertise the old website).



7. Alternative Advertising Option: Roseann handed out copies of the campaign statistics to each of the members. This round of advertising included three ads that ran in *La Noticia* for the 2018 campaign. Full color ads ran for 13 consecutive weeks beginning March 7<sup>th</sup> and ending May 30<sup>th</sup>, and a bonus article ran on April 18<sup>th</sup>. *La Noticia* has 67,500 weekly readers with a circulation of 18,000 copies per week.

8. Piedmont Triad Regional Council / Stormwater Smart Summer Reading Program: Joy stated that as of Wednesday, May 16<sup>th</sup>, Lindsey Lengyel provided a list of the reading programs that have been confirmed by the following libraries.

- |                                    |                       |
|------------------------------------|-----------------------|
| ➤ Alamance County                  | 2 libraries confirmed |
| ➤ Forsyth County                   | 2 libraries confirmed |
| ➤ Guilford (including Gibsonville) | 6 libraries confirmed |
| ➤ Randolph County                  | 2 libraries confirmed |

Lindsey informed Joy Stormwater Smart was still working on completing the schedule but the programs listed above have been confirmed. Latoya stated that the books have been ordered and received in Greensboro and will be delivered to Lindsey on the 4<sup>th</sup> of June; and that Lindsey has already purchased all other supplies needed for the summer reading program. Latoya also stated that Lindsey will insert labels on the inside of the books with Stormwater Smart and the Partnership information.

Roseann asked Latoya to have Lindsey email her the statistics of the summer reading program as the program progresses so the membership will have that information in order to comply with respective stormwater permit educational requirements.

9. 2018 Spring Litter Campaign: Roseann said that the spring campaign was absolutely phenomenal and highly recommends Nandria Ward (Media Placement Services) to those who may want or need media services in the future. Campaign television ads were placed during prime time viewing as opposed to early morning and on children networks. In one instance, an ad was not shown during one of the schedule time slots. This was rectified by showing the ad twice within one hour's programming during *Big Bang Theory* and *Young Sheldon*.

10. Proposed Campaign for 2018-2019: Roseann informed the membership that the Executive Committee has suggested the remainder of the Partnership's budget be allocated toward a campaign for the 2018-2019 fiscal year. Latoya confirmed the budget balance as of that morning in the amount of approximately \$36,777. Roseann stated that, although the Partnership would not be active next year, we will still be advertising which will cover the outreach requirement for that year. The proposed campaign was included on the back of the budget and distributed to the members. The suggested campaign is to alter the current litter ad to a children's version. Emily asked if Media Placement Services would be the distributor of the campaign and Roseann confirmed it would be. Roseann asked the membership if they were in favor of letting the Executive Committee work it out with our media folks and to schedule running the ad after July 1<sup>st</sup> so it will count toward the 2018-2019 year. This campaign may be a mix of



social media and television advertising but will defer to the professional contractors. Roseann asked for a show of hands to pursue this endeavor and all were in favor.

11. PTWQP Television Ads: Roseann asked if everyone had copies of all of the Partnership's television ads thus far or wanted copies of the ads. Most of the ads are available for viewing on the Partnership's YouTube channel as well. Roseann said that we could make copies of the ads available in a format that can be aired on local television or municipal stations. D.J. stated that he was not sure what the format of previous DVDs, but this year's litter campaign DVD format plays on Archdale's public TV station. D.J. stated he would like to have the others in that format because previous formats of the commercials would not play on his local stations. Latoya told D.J. that Greensboro has the commercials in movie format. Roseann asked if members would like an electronic version of the commercials. Latoya stated that she has requested IT to create a Dropbox to send out 9 files, and also including some of the older commercials that were produced by others.

Anita said that High Point had copies of all DVDs except for the last 2 campaigns, and would like to have electronic copies of all of them and DVDs of the last 2 campaigns. Roseann stated that if each member has a specific request for DVD, electronic, or both, to email Latoya directly.

12. Clean Streams Workshop: Roseann announced that there will be a Clean Streams Workshop in the fall of 2018 and can be counted toward the coming year's annual reporting.

13. Future Group Option: Roseann stated that it has been suggested possibly forming a group for future compliance measures that meet once a year to pick a campaign and let a media service handle it. There would be no overhead and whatever funds available would be spent entirely on the advertising, providing there are enough members and funds. Roseann said that no one has to make a decision on this anytime soon as the next year is being covered by the Partnership.

14. Raffle of Partnership Items: The following items were raffled off to the members at the end of the meeting:

- |  |                               |
|--|-------------------------------|
| ➤ 1 Wheel of Water                       | Greensboro                    |
| ➤ 3 Happy Day Pond Table Top Books       | Asheboro, Randleman, Clemmons |
| ➤ 2 Table Top Display Boards with panels | Asheboro, Lewisville          |
| ➤ 1 Table Runner                         | High Point                    |
| ➤ 1 Tape Recorder                        | Randolph County               |
| ➤ 1 Lenny Costume **                     | Clemmons                      |

\*\* The Executive Committee came up with the idea that Lenny continue to reside with Emily and the Village of Clemmons with the caveat that if borrowed, the borrower would be responsible for making arrangements to obtain the costume and to bring it back clean. Roseann asked who was in favor of letting Lenny remain in Clemmons and it was unanimously voted in favor.



Emily informed the group that she had the banner used during the Cal Ripken Baseball Tournament if anyone would like to borrow it, even though it has the old Partnership contact information at the bottom.

15. Annual Report: Roseann asked if everyone has provided Anita with their Annual Reporting forms for this year where any Partnership materials were used. Anita stated that she would need the forms by June 30<sup>th</sup>, and that the Annual Report is currently being compiled. Emily asked Anita if she had received the information regarding the Cal Ripken Baseball Tournament, which she had not (it was previously sent to Latoya). Anita asked if Emily would send her the information to include in the Annual Report.

Roseann informed the group that there would not be a formal Annual Report distributed for the 2018-2019 year. However, as TV campaign information becomes available it will go out to the group in the form of raw data. Media Placement Services will send all statistics to Anita for distribution to the Partnership at the end of the campaign period.

16. Stormwater Smart: Roseann informed the group that Stormwater Smart will be having a meeting at the Piedmont Triad Regional Council in Kernersville on June 12<sup>th</sup>, where information regarding advertising, fee structure, networking, etc. would be discussed. Roseann reiterated that the Partnership, although dissolved, will have a campaign for 2018-2019. Several members of the Partnership stated that they would be attending this informational session.

17. Approval of the Final Meeting Minutes: Roseann stated that the final meeting minutes will be forwarded to the membership and that a "no response" from any member would constitute a vote for approval. Anita said it would be a few weeks before she could transcribe the minutes, however, once distributed, there will be a deadline of one week to approve or disapprove the minutes.

18. Parting Comments: Roseann told the membership how much of a pleasure it has been working with them over the last 15 years. It gave her the opportunity to work with other people with like-minded ambitions and goals, and has been the second best thing in her career while working with the Stormwater Department (Creek Week was first!). She also said when you surround yourself with good, fun and creative people, it makes our work so much easier, and she thanked everyone for that. Roseann wished everyone great success with their programs in the future and again said what a pleasure it was working with us all.

The meeting adjourned at approximately 10:50 am.

***\*\*The Piedmont Triad Water Quality Partnership officially dissolved June 30, 2018\*\****