



# STORMWATER SMART

PIEDMONT TRIAD REGIONAL COUNCIL

## Mass Media Steering Committee Meeting Notes

August 14<sup>th</sup>, 2018 2:00 pm-3:00 pm

**Attendees:** Lindsey Lengyel, PTRC; Lindsey Bijas, PTRC; Kayla Kohlmann, PTRC; Jesse Day, PTRC; Margaret Bessette, Winston/Forsyth Planning; Cy Stober, Mebane; D.J. Señeres, Archdale; Greg Patton, Randleman; Jeff York, Randolph County; Phil Ross, AWCK; Amy Cameron, Burlington; Carolyn Buckner, Burlington; Teresa Andrews, Guilford County; Keith Huff, Winston-Salem; Latoya Harris, Greensboro

- I. **Introductions** – Lindsey Lengyel introduced the PTRC staff on-site that day.
- II. **New Member Update** – Lindsey L. thanked new Mass Media Members for joining and attending the meeting. As it is a new program, all members are new to that program, but the following members are new to Stormwater SMART in general: Forsyth County, Greensboro, Guilford County, Kernersville, and Winston-Salem.
- III. **Staffing Update** – Lindsey L. introduced the new Environmental Educator, Kayla Kohlmann. Lindsey L. also stated that the new AmeriCorps Member, Maya Revell, will be starting her term in September. Lindsey L. noted that the new, full-time Environmental Programs Coordinator should be starting by the end of September.
- IV. **Budget** - Lindsey L. displayed the Budget for review. There is \$40,000 total revenue for the program. \$5,000 will go to staff time, \$2,000 for brochure printing, and \$33,000 will go directly into media advertising. The advertising options will be determined by the Steering Committee.
- V. **2018-2019 Mass Media Campaigns** – Jen Schmitz from Triangle J. Council of Government’s Clean Water Education Partnership (CWEP) presented multiple TV, digital, radio, cinema, and print options. The Steering Committee Opted to do a 3 month, Spectrum Digital campaign in late Fall and early Winter. Videos will show for all internet customers, not just Spectrum customers. There will be over 1,000,000 impressions per month, guaranteed. Members can pick which of the video’s 6 target pollutants they want displayed in their zip codes, however the default will be Pet Waste. Campaign results need to be provided to Committee members by early February. All members will have access to the full length, 30 second, and Spanish dubbed and subtitled videos and can display them in hyper-local areas such as local TV, local radio, DMV/Public Works offices, movies in the park, etc.
- VI. **Social Media** – Lindsey L. presented the previous year’s social media strategy which reached over 120,000 people across all platforms (Facebook, Twitter, Instagram, and Blogger). More funding and dedicated personnel will be handling social media this year.
- VII. **Upcoming Meetings** – The next Steering Committee meeting will be held on November 13<sup>th</sup> at 12pm and will include an educational speaker from UNC’s School of Finance. The following Mass Media Steering Meetings will be on February 12<sup>th</sup> and May 14<sup>th</sup> at 2pm at PTRC.

[www.stormwatersmart.org](http://www.stormwatersmart.org) • [stormwatersmart@ptrc.org](mailto:stormwatersmart@ptrc.org)

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Archdale • Asheboro • Burlington • Elon • Gibsonville • Graham • Greensboro • Green Level • Haw River • Jamestown • Kernersville  
Lexington • Mebane • Oak Ridge • Summerfield • Randleman • Reidsville • Thomasville • Trinity • Winston-Salem