

Minutes: Public Awareness Workgroup Conference Call

08/03/11

Time Start: 2:00 pm

Time Stop: 2:45 pm

<u>Council Members, Alternates, and Interested Parties</u>	<u>TWDB Staff</u>
C.E. Williams	Holly Vierk
Carole Davis	Vanessa Escobar
Denise Hickey	
Dominick Pannone	
Donna Faulson	
Donna Howe	
Richard Egg	

The meeting was called to order at 2:00 pm and roll call was taken.

The meeting began with discussion on the Agricultural Recognition Award for which edits were made to the award application. There was some discussion on how the award was going to be promoted or advertised. It was suggested that the Council issue a press release and send out an electronic announcement promoting the award. There was also some discussion that the agricultural recognition awards be distributed at a different venue the following year perhaps in the Panhandle region. Alternating the geographic location of the venue may allow the council to select and recognize recipients from varying parts of the state.

The next item on the agenda was discussion on selecting an award trophy and award vendor. The workgroup agreed that they wanted to keep a consistent look for all awards issued by the Council. Texas American Water Works Association intends to sponsor the purchase of the *Art Glass Water Drop* design for the municipal recognition awards issued at the Texas H2O conference. Therefore the workgroup felt that it was best to keep with the design and utilize the same award trophy design for the agricultural recognition awards.

The next item for discussion was putting together a selection committee who would be responsible for evaluating the agricultural award applications and selecting the winners. The workgroups suggested that the following representatives would be appropriate to be a part of the three member selection committee:

- WCAC- Public Awareness Workgroup: *Denise Hickey*
- Texas Department of Agriculture: *To be determined*
- Texas A&M Agrilife Extension: *To be determined*

Council support staff will contact the above groups and determine if they are willing to participate.

The workgroup turned to discussion on the Council's invitational letter to stakeholders. A few edits were suggested and there was some discussion on how the letter was going to be distributed and to which entities. It was suggested that a fact sheet should be sent along with the invitational letter. A draft fact sheet will be developed.

The conference call adjourned at 2:45 pm.