



Metropolitan North Georgia Water Planning District

40 Courtland Street NE | Atlanta, Georgia 30303

**Metropolitan North Georgia Water Planning District
EDUCATION
Technical Coordinating Committee Meeting Summary
August 6, 2014**

The Metropolitan North Georgia Water Planning District (Metro Water District) Education Technical Coordinating Committee (TCC) met on Wednesday, August 6, 2014 at 10:00 a.m. in the Harry West Room at the Atlanta Regional Commission, Atlanta, Georgia.

Attendance	
Lora Amedu, Metro Water District	Heather Moody, Gwinnett County
Bob Bourne, Cobb County	Shayla Neely, Clayton County
Tara Brown, Henry County	Michael O'Shield, DeKalb County
John Butler, Gwinnett County	Erica Pope, Paulding County
Terrell Clark, Paulding County	Terry Porter, City of Alpharetta
Andy Cornwell, Metro Water District	Michele Prescott, Rockdale County
Jennifer Flowers, City of Gainesville	Lyndsey Sargent, Douglasville – Douglas County
Sumner Gann, Keep Gwinnett Beautiful	Mary Sheffield, UGA Extension Paulding
Renea Hall, US EPA Region 4	Cornell Sims, Clayton County
Harold Harbert, GA EPD	Sarah Skinner, Metro Water District
Danny Johnson, Metro Water District	Kelli Uyesugi-Turner, Rockdale County
Laurel Loftin, Athens Clarke County Water	Kostoula Vallianos, Metro Water District
Jennifer McCoy, Cobb County	Amy Warnock, Cobb County
Jennifer McLaurin, Fulton County	Bennett Weinstein, Metro Water District

Kostoula Vallianos, Metro Water District staff, opened the meeting by welcoming Education TCC members and initiating self-introductions.

Public Comment

There were no public comments.

Metro Water District New Staff Introductions

Ms. Vallianos introduced Bennett Weinstein and Andy Cornwell and provided a brief overview of their duties within the Metro Water District. Bennett is the Metro Water District's new policy advisor and Andy is the District's newest planner.

Review Material

Lora Amedu, Metro Water District staff, gave an overview of the proposed updates to the Landscape Irrigation and Maintenance Guide for Landscape Irrigation Systems brochures. These documents were



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presented to the Water Supply Water Conservation TCC in May. Ms. Vallianos facilitated the discussion of edits and recorded additional comments to be considered as the documents are finalized.

2014 Middle School Essay Contest

Ms. Vallianos presented the 2014 Middle School Essay Contest forms, deadline and important contest dates. In addition, Ms. Vallianos solicited TCC members to volunteer for Essay Contest Judging Committee. Renea Hall (US EPA Region IV), Amy Warnock (Cobb County), Jennifer Flowers (City of Gainesville), Kelli Uyesugi-Turner (Rockdale County), John Butler (Gwinnett County), Mary Carol Sheffield (UGA Extension Paulding County) volunteered to serve on the judging committee.

Facebook and Twitter Efforts

Andy Cornwell, Metro Water District staff, provided an overview of the Metro Water District's recent Facebook and Twitter efforts. Ms. Vallianos facilitated a discussion of future efforts including merging the existing My Drop Counts and Clean Water Campaign Facebook pages into one.

Community Based Social Marketing

Renea Hall, US EPA Region IV staff, gave a presentation on Community Based Social Marketing and the tools the EPA has created to help the education and outreach staff in their efforts.

Other

- The schedule for the Metro Water District Plan Update was reviewed. Education TCC members were invited to attend the joint TCC scheduled for Wednesday, August 13, to discuss the Scope of Work for the Plan Update;
- An overview of the 2014 Children's Water Festivals held in May at Welcome All Park in Fulton County and at the Chattahoochee River National Recreation Area in Cobb County was provided. Education TCC members were encouraged to participate in 2015 festivals. Planning will begin in the fall.
- The 2014 Media Buy is underway. Several radio stations are airing My Drop Counts and Clean Water Campaign radio ads. This media buy also includes some internet remarketing which will continue for several more weeks.
- Two of the My Drop Counts video PSA's won national Telly Awards.
- The 2014 Sales Tax Holiday will be October 3-5, 2014. WaterSense and ENERGY STAR products are state and local sales tax free during the holiday.
- The 2015 Water Drop Dash date is scheduled for Saturday, March 21, 2015. A planning meeting will be held in September.
- The Metro Water District has a new Logo, as indicated on the meeting material. Late summer and fall event highlights were reviewed.
- The final Education TCC meeting of 2014 will be held on Wednesday, November 12, 2014.