



**Metropolitan North Georgia Water Planning District
EDUCATION
Technical Coordinating Committee Meeting Summary
May 8, 2013**

The Metropolitan North Georgia Water Planning District (Metro Water District) Education Technical Coordinating Committee (TCC) met on Wednesday, May 8, 2013 at 10:00 a.m. in the Harry West Room at the Atlanta Regional Commission, Atlanta, Georgia.

Attendance

Lora Amedu, Metro Water District	Danita Ogandaga, City of Atlanta
Bob Bourne, Cobb County	Erica Pope, Paulding County Water System
John Butler, Gwinnett County	Lee Pope, Rockdale
Terrell Clark, Paulding County	Terry Porter, City of Alpharetta
Jennifer Flowers, City of Gainesville	Neela Ram, Metro Water District
Nyahuma Fort, City of Atlanta	Cornell Sims, Clayton County
Harold Harbert, GA EPD	Sharon Smith, Fulton County
Jennifer McCoy, Cobb County	Kostoula Vallianos, Metro Water District
Brenda McDaniel, Gwinnett Clean and Beautiful	Amy Warnock, Cobb County
Jennifer McLaurin, Fulton County	
Heather Moody, Gwinnett County	
Shayla Nealy, Clayton County Water Authority	

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.

Water Drop Dash and Water Festival Recap

Ms. Amedu provided a recap of the first annual Water Drop Dash and Water Festival. It was a great success with 360 registered runners and 400 water festival attendees. The tentative date for the 2014 race is March 15, 2014. It will be held at the Chattahoochee Nature Center.

Preview Final Creative Materials for the My Drop Counts Campaign

Ms. Vallianos showed the My Drop Counts final creative materials to the Education TCC members, which include 3 – 30 sec video public service announcement, 3 – 30 sec radio public

service announcements and five outdoor billboard designs. Ms. Vallianos also explained that the video and outdoor designs were also reformatted to movie theatre specifications.

My Drop Counts Launch and Partner Participation Discussion

Ms. Vallianos led Education TCC partners in a discussion about how they can help promote the My Drop Counts campaign and resources that would be helpful to them in their outreach efforts. The group agreed that messages about Georgia's Outdoor watering restrictions should be a priority.

2013 Media Campaigns and Promotions

Metro Water District staff are using a State of Georgia media buying services contract for 2013's media buys. Ms. Vallianos provided an overview of the media buying plan for 2013. The My Drop Counts media buying plan will include radio, billboard and digital buys in the months of July and August. The Clean Water Campaign media buy will be focused on radio buys, but will also occur during the months of July and August.

2013 Water Essay Contest

Ms. Vallianos provided an overview of the 2013 Water Essay Contest. This year's contest topic is water conservation. The deadline for the essay contest will be Friday October 18th. A recognition ceremony will be held on Thursday November 14, 2013 at the State Capitol. Partners also discussed the essay question and wording.

Annual MS4 Addendum Report

Ms. Vallianos led a brief discussion about the MS4 Addendum Report. The report will be emailed to partners the last week of May.

Review Draft Material

Ms. Vallianos presented a draft cigarette butt TV slide and a draft My Drop Counts Indoor/Outdoor Water Conservation Brochure. Both documents were discussed, comments noted and will be taken under consideration as the documents are finalized.

Other

Upcoming regional events were reviewed.

There being no further business, the meeting was adjourned.

The next Education TCC meeting will be held on Tuesday August 6, 2013 at 10am.