

MINUTES
NORTH FORT BEND WATER AUTHORITY

January 7, 2021

The Board of Directors (the “Board”) of the North Fort Bend Water Authority (the “Authority”) met in special session by teleconference and videoconference, with access by telephone and video available to the public, pursuant to Texas Government Code Section 551.125 and Governor Greg Abbott’s emergency disaster declaration dated March 13, 2020, on the 7th day of January, 2021, and the roll was called of the members of the Board being present by either telephone or video:

Peter Houghton	President
Robert Patton	Vice President
Melony Gay	Secretary
Robert Darden	Assistant Vice President
Bruce Fay	Assistant Secretary
Donald Abrahamson, II	Assistant Secretary
Dana Hollingsworth	Assistant Secretary

and all of the above were present except Director Houghton, thus constituting a quorum.

Also attending all or part of the teleconference and/or the videoconference were Laurena Jech, Polly Thurston, Robynne Parkington, Gardiner Rhoderick, Gerald Bowie, and Sophia Espinosa of Mighty Citizen; Matt Froehlich, Julia Frankovich, Kyle Jones, Whitney Milberger, and Tiffany Moore of BGE, Inc.; Taylor Watson of Municipal Accounts & Consulting, L.P.; Dale Clayton of Inframark, LLC; David Oliver, Christina Miller, Sandra Staine, and Justine M. Cherne of Allen Boone Humphries Robinson LLP; Kafi Dalcour of Fort Bend County Municipal Utility District No. 116; Dara Sigloch of Fort Bend County Municipal Utility District No. 182; Chuck Matheson and Mashhood Shah of Grand Lakes Municipal Utility District No. 4; Glenn Gesoff of Grand Lakes Community Association; Leslie Hollaway of Hollaway Environmental + Communications Services; Jennifer Elms of Odyssey Engineering Group; and Russell Lambert of The Texas Network.

Ms. Miller reviewed certain recommended protocols for conducting the Authority’s meeting via teleconference and videoconference. She stated there were no consultant reports to be presented at the meeting and announced the meeting was being recorded.

PUBLIC COMMUNICATIONS WORKSHOP, INCLUDING PRESENTATION OF CREATIVE BRIEF FROM MIGHTY CITIZEN; AND STRATEGIC PLANNING FOR COMMUNICATIONS, PUBLIC OUTREACH, AND CONSERVATION MATTERS

Ms. Milberger stated that Mighty Citizen will give a presentation of a Creative Brief outlining strategic planning for communication and public outreach, including conservation matters. She stated that the Creative Brief was developed using data gathered from the Board's participation in Discovery Sessions and constituents' participation in Stakeholder Interviews held by Mighty Citizen. A copy of the presentation is attached.

Mighty Citizen representatives and the Board members in attendance introduced themselves.

Ms. Jech and Ms. Thurston gave a presentation regarding the Creative Brief, including goals and a schedule for implementing proposed initiatives to be included in a communication and public outreach plan to be developed for the Authority.

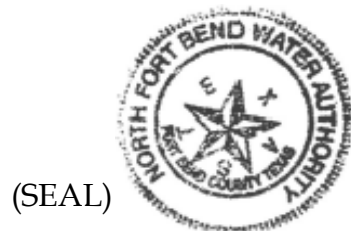
Ms. Thurston and Ms. Parkington reviewed three creative campaign concepts and solicited Board members' comments. Discussion ensued.

Mr. Bowie reviewed initial website wireframes for a proposed revised website for the Authority and solicited Board members' comments. Discussion ensued.

Ms. Jech reviewed the process and schedule for finalizing and implementing a strategic plan for communication and public outreach, including conservation matters. She stated that the next steps were to finalize the Creative Brief and details of the creative campaign concept, strategy, and plan based on Board members' feedback prior to moving forward with redesigning the Authority's website and launching an outreach campaign based on the chosen creative campaign concept.

Ms. Milberger discussed placing 4" X 4" water conservation educational displays in 13 community newsletters for five months in the total amount of \$9,940.00. Following discussion, the Board concurred to defer placing the displays in the newsletters pending development of a more defined outreach campaign approach.

There being no further business to come before the Board, the meeting was adjourned.



/s/ Melony Gay
Secretary, Board of Directors

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