

ENVIRONMENTAL CONTROL ADVISORY BOARD

MINUTES OF FEBRUARY 18, 2015

Item No. 1 being:

ROLL CALL

The Environmental Control Advisory Board of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session at the City of Norman, in the Study Session Room, Norman Municipal Building, 201 West Gray Street on February 18, 2015 at 5:30 p.m. Notice and Agenda of the meeting were posted at the Norman Municipal Building at 201 West Gray, 24 hours prior to the beginning of the meeting.

MEMBERS PRESENT	Amanda Nairn (Chair) Linda Goeringer (Vice Chair) Eli Bridge Patricia Edge James Harp Odette Horton (left at 6:45 p.m.) Michael Jenkins Aaron Pilat
-----------------	--

MEMBERS ABSENT	None
----------------	------

STAFF MEMBERS PRESENT	Ken Komiske, Director of Utilities Debra Smith, Environmental Svc. Coordinator Charlie Thomas, Capital Projects Engineer
-----------------------	--

Item No. 2 being:

INTRODUCE NEW MEMBERS AND GUESTS

Bobby Stevens, Candidate for Ward 5
Dr. Maureen Taylor, Gaylord Family Chair of Strategic Communication, University of Oklahoma.
She teaches public relations.

Item No. 3 being:

APPROVAL OF THE MINUTES OF THE JANUARY 21, 2015 MEETING

Nairn asked if there were any corrections to the January 21, 2015 minutes. Edge made a motion to approve the January 21, 2015 minutes. Goeringer seconded. There being no further discussion, a vote was taken with the following result:

YEAS	Amanda Nairn Linda Goeringer Eli Bridge Patricia Edge James Harp Odette Horton Michael Jenkins
------	--

Aaron Pilat

NAYS None

The motion passed by a vote of 8 to 0.

Item No. 4 being:

DISCUSS PUBLIC EDUCATION WITH DR. MAUREEN TAYLOR

Bridge contacted Dr. Taylor to attend this meeting to help the group with public education efforts. Dr. Taylor, after talking to Bridge and Nairn, believes ECAB would like to reach a larger group of people and have more impact. She explained "Management by Objective" (attached) which is the idea that people accomplish more when they have an exact idea on what they need to accomplish. By planning, setting targets and objectives you are much more likely to be successful. She provided a handout which is a 12-step framework for organizing a campaign. The campaign is to build awareness, create positive attitudes, and eventually change behaviors by giving people the means to act. Taylor began working through the 12 steps with the Board. The target problem that the Board decided to address was water conservation and. The Board agreed that the biggest obstacle is getting the word out to numerous people. The campaign is to get the same message out through different media. This could be through a company's newsletter, neighborhood associations, newspaper, tv, etc. Try to tie message to a specific group/publics. For example, the message to children would be different than the message to parents. The next step is to define the problem in depth. We need to write a statement about the problem of water conservation. Bridge stated that we have reached 20% of the population that are aware but we need to reach the other 80% that have no interest in this message.

Dr. Taylor asked the group to tease out the components of the water problem. The message needs to be as simple as possible. Research needs to be done now. The Bogardus scale is a good scale to use. It starts universal and asks yes/no questions until it is very personal. An example:

1. All people are created equal
2. All people should have equal opportunity for job advancement
3. Women and men should have the same opportunity to have the same jobs
4. Women should be able to have leadership positions
5. I would work for a female leader

At this point you look to see where someone moved from yes to no. This is where the messaging needs to be. No need to reinvent the wheel, research other cities and see what their message is. She asked each Board member to select a city that they know has a successful water conservation program and see what they do. Thomas will provide a list that the City has compared themselves to before for other issues. The Board agreed that we need to find award-winning cities or cities that have been successful in their best practices. Once research is done it needs to be quantified, then key publics need to be identified. She recommends calling the Library and they can tell you the demographics; who are the empty nesters, etc. to help identify the publics. Next, long term goals need to be identified that are grounded in the research and specific measurable targets set. Strategies then need to be developed to target specific publics. Strategies are based around behaviors, attitudes and awareness. Strategies are to increase positive behaviors/attitudes or minimize negative behaviors/attitudes. Every public gets several strategies. The first part of the campaign is to create awareness. There may be several forms of communications per public. Older people use the newspaper, younger people social media. Try to make sure that each public gets the right message based on their values and the media they are most comfortable with. Tactics are the activities we undertake to fulfill strategies. Once key tactics are identified key messages need to be identified. This needs to be a short message similar to well-known messages such as "Give a hoot, Don't pollute". Repetition is the key. After the

message has been developed, channels of communication need to be determined. These could include community boards, website, social media, and newspaper. It's good to bring messages in ways that are unexpected. Timeframe will need to be developed next. Earth Day or July 4th are goods one to use. Set an end event and work backwards. Budget is the next step to determine. Summarize each activity in tabular form with real costs. After the campaign is over it is important to evaluate its success based on whether its goals/objectives have been met. Taylor mentioned she would be available to help more and meet with the Board. Her college may be able to help in the future. Taylor also mentioned the Lindsey and Asp Student Public Relations and Advertising firm that does pro bono work. She will introduce the Board to them. Dr. Katarina Tsetsura will be teaching research methods in the fall and she may be able to help also. Nairn mentioned a small working group to work through the 12 steps may be a good idea. Tuesday evening will be best for her. Bridge, Nairn, Pilat and Goeringer are interested in being on the working group. Nairn asked Bridge to contact Taylor to find available dates to meet.

Item No. 5 being:

DISCUSS POSTER CONTEST

Goeringer sent a reminder to the schools February 17th. She let the teachers know that there was now an art show. Goeringer created a flyer for the Thursday folders so parents would be aware of the Earth Day Festival and the Art Show. Smith will work on the flyer and have it sent to the schools. Loveworks agreed to allow the posters to be hung during the 2nd Friday Night Art Walk, April 10th. Volunteers will be needed to help with this. Goeringer asked if we could give out Water's Worth It stickers and door hangars to pass out at the event. Smith will provide these. Goeringer said shortly after the winners are selected the posters need to be mounted. Help will be needed to help mount and help will also be needed to help the day of April 10th to help put the posters up.

Item No. 6 being:

DISCUSS OU BIG EVENT

The Big Event will be held April 11th. Smith requested 300 volunteers. The verbiage for the door hangars needs to be decided. Board members will be needed to hand out maps, brochures, and lunch. Smith will send a copy of the information to everyone. Individual comments will be sent to Smith. Bridge believes the information needs to be changed to be more dramatic. Nairn said she was concerned about the timeline. Bridge will tweak the door hangar and bring it to the next meeting.

Item No. 7 being:

MISCELLANEOUS COMMENTS

None

Item No.8 being:

QUESTIONS FROM THE PUBLIC

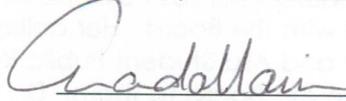
None

Item No. 9 being:

ADJOURNMENT

There being no further business, the meeting adjourned at 7:15 p.m.

Passed and approved this 25 day of March 2015.



Chair, Amanda Nair