

10/30/07

Time Start: 10:04 am

Time Stop: 10:55 am

Teleconference Call:

*Work Group 1 ~ Monitor Effectiveness of State Public Awareness Program & Develop Public Recognition Program.*

**Council Participants**

**Spokesperson Carole Baker**

Denise Hickey for Jim Parks

Linda Christie for Jim Oliver

Gene Montgomery

C. E. Williams

Gary Walker

Comer Tuck

Karen Guz

Donna Howe

**TWDB Staff Sitting In**

Aung Hla

John Sutton

Vanessa Escobar

C.E. Williams called the meeting to order at 10:00 am and suggested that the work groups continue using the conference call process for convenience. The meeting proceeded with the motion to nominate a spokesperson. Carole Baker was nominated and selected as the spokesperson for this work group.

Gene Montgomery discussed the document he drafted up which gave a brief background of the task force recommendations and summarized the charges for each work group. The document was intended for those not previously on the task force or for those who are new to the council.

Carole Baker gave a brief background about the development of the Water IQ brand and the funds collected for that process, as well as the responses of focus groups. It was suggested that the Water IQ concept is a broad general message and that perhaps there can be a way to direct consumers to resources where they can learn more about their particular area; perhaps the state could help develop the website to do that.

The group discussed how they could go about finding information on public recognition programs and conservation programs that are currently in place. Comer Tuck informed the group that TWDB was in the process of adding a new staff member whose function would possibly assist in gathering information that could monitor the effectiveness of the statewide conservation efforts.

The question came up regarding "how" the council would go about gathering that information. It was suggested that organizations already maintaining databases can send letters out requesting information from their constituents. Groups such as the TRWA, TAGD, TWCA, AWWA, etc would help to reach both large and small communities. The TWDB will draft a letter to have council approval at a future meeting.

The group discussed having external participants contributing to the work groups. Although it was agreed that the more input the greater the benefit, for conference calls there should be a limit as to who can participate. This will probably be further addressed in future meetings. Additionally, the TWDB will look into developing categories of distribution email lists.

The meeting adjourned at 10:55 am.

<b>Immediate Actions</b>	<b>Long Term Actions</b>
At next conference call- discussion on which organizations we would like to have mail out a letter/survey on behalf of the council.	TWDB will look into developing distribution email lists for work groups and external members and find a way to incorporate that with website.
For next conference call, TWDB will draft up a template letter to have approved by council.	