

**Metro Flood Diversion Authority  
Public Outreach Committee  
Meeting Minutes  
2 PM - March 24, 2021**



A virtual meeting of the Metro Flood Diversion Authority Public Outreach Committee was held on March 24, 2021. The following members were present: Bernie Dardis, Mayor, City of West Fargo; David Ebinger, Clay County Commissioner; Jake Gust, Cass County Joint Water Resource District; Katie Mastel, Fargo Moorhead West Fargo Chambers; Jim Kapitan, Cass County Commissioner; Kevin Campbell, Clay County Commissioner; Rick Steen, Cass County Commissioner; Rodger Olson, Cass County Joint Water Resource District; Shelly Carlson, Mayor, City of Moorhead and John Strand, Fargo City Commissioner.

Member absent: Gerald VanAmburg, BRRW Manager.

**1. MEETING TO ORDER**

Mr. Olson called the meeting to order at 2 PM. Roll call was taken and a quorum was present.

**2. APPROVAL OF MINUTES FROM FEBRUARY 2021 MEETING  
MOTION PASSED**

**Mr. Steen moved to approve the minutes from February 2021 as presented and Mr. Strand seconded the motion. Motion carried.**

**3. IMMEDIATE ACTIVITIES**

Ms. Darling gave an update on the P3, key legislative milestones, media kit development and community engagement.

**P3 Education Series**

- Background
- Bid Criteria
- Bid Selection Schedule
- Technical Evaluation Criteria
- Technical Proposal Adjectival Ratings
- Financial Evaluation Criteria
- Evaluation, Selection and Award Process

Technical Proposals due	March 24
Tech Team reviews	March 26 –April 22
Financial Proposals due	April 23
MFDA Finance Team reviews	April 26 –May 7
Public Hearing prior to award	May 27
Board Meeting to Award	May 27

**Legislative Update**

Ms. Darling also reported that Mr. Paulsen testified in Bismarck on two separate occasions and his testimonies were well received.

### **Media Development Kit**

A media development kit is being developed to respond to anticipated reactions and questions as well as contact information in the case of an urgent situation. It will also include information for the media.

### **Community Engagement**

Ms. Darling and Mr. Olson met and formulated an extensive list of communications that we are currently working on. They will continue to have regular meetings on this topic.

## **4. WEBSITE**

Ms. Darling reported that there are two phases for the website redesign/rebuild.

Phase 1 - landing page (end of April)

- Focus on home page redesign before P3 bid
- Highlight project location, goal, teams
- Video – “why we are here”

Phase 2 – site rebuild by end of Q3 2021

- Repurpose home page
- Evolve the site to showcase content that is relevant for construction phase
- Link to archive of historical data
- More video and photography
- Add interactive elements like the project completion tracker
- Partner with local entities

## **5. CONSISTENCY**

Ms. Darling indicated that there is a lot of inconsistency with our branding. To gain alignment, new templates will be updated; a new style guide will be developed; all social media channels will be updated as well as future communication meetings across all entities.

Mr. Olson asked what name will be used on the website, etc., and stated that the brand needs to be consistent across the entire project. Mr. Shockley indicated that per the JPA, the legal name is Metro Flood Diversion Authority.

There was much dialogue and debate around what members thought should be used for the name and branding consistency. It was suggested that members bring their recommendations back for discussion next month.

**6. CONSTRUCTION**

Ms. Williams narrated drone flyovers of the Diversion Inlet and the Wild Rice Control Structure. Great progress continues and the dam walls should be poured within the next few weeks.

**7. NEXT MEETING**

The next meeting will be held on April 21, 2021.

**8. ADJOURNMENT**

**Mr. Steen moved and Mayor Carlson seconded to adjourn the meeting.  
Meeting adjourned at 3:04 PM.**