



**Diversion Authority Public Outreach
Committee Meeting Minutes
2:00 PM – Wednesday, November 18, 2020
Virtual Meeting
Fargo, ND**

Permanent, Reliable Flood Protection

A virtual meeting of the Diversion Authority Public Outreach Committee was held on November 18, 2020. The following committee members were present: Bernie Dardis, Mayor, City of West Fargo; Rodger Olson, Cass County Joint Water Resource District; Jake Gust, Cass County Joint Water Resource District; Shelly Carlson, Moorhead City Council Member; Rick Steen, Cass County Commissioner; Katie Mastel, Fargo Moorhead West Fargo Chambers and Kevin Campbell, Clay County Commissioner.

The following committee members were absent: Gerald VanAmburg, BRRW Manager; Grant Weyland, Clay County Commissioner; Ken Pawluk, Cass County Commissioner and John Strand, Fargo City Commissioner.

Others present: Joel Paulsen, FMDA Executive Director; Eric Dodds, Sadie Moen, Tammy Jo Taft and Rocky Schneider, Advanced Engineering and Environmental Services, Inc.; Jennifer Darling and Kris Bakkegard, FMDA; Matt Stamness, Cass County, Paul Barthel and Peggy Harter, Jacobs.

1. MEETING TO ORDER

The meeting was called to order by Mr. Olson at 2:00 pm. Roll call was taken and a quorum was present.

2. INTRODUCTIONS

Mr. Paulsen introduced Jennifer Darling, the new director of communications for the Diversion Authority. Mr. Paulsen thanked Mr. Schneider for his work and indicated that he would be assisting with the transition over the next several months.

3. APPROVAL OF MEETING MINUTES

Mr. Gust made a motion to approve the meeting minutes from October 2020 and Mr. Steen seconded the motion. Motion carried.

**4. OUTREACH ACTIVITIES REVIEW
SETTLEMENT APPROVAL MEDIA**

As terms of the settlement, the Diversion Authority has committed to a number of programs and projects and will be getting processes in place to begin moving forward. This has brought clarity and closure to many of those that have been oppositional in the past.

Mr. Olson shared his regards to the team for making this happen and said that it was handled very positively.

CLOMR OUTREACH

All of the letters are out including the non-impacted parcels as well. The timing was beneficial, and we can now focus on moving forward. Appraisals will be starting on the upstream parcels soon. The land agents have been returning calls to residents that have called with questions relating to their parcel(s).

COMMUNICATIONS PLAN

Mr. Schneider indicated that he is currently working with Ms. Darling on incorporating her ideas and thoughts into the communications plan. The intent is to have it finalized and present to the Board for approval in December.

ANALYTICS

Web Map

Month	Items Viewed/Month	Average items per day
October	486	16.20

Website

5,407 sessions from 3,982 visitors
Average time on the site = 2:04 minutes
10,810 page views

YouTube

2:46 minutes of watch time
9,883 impressions with 884 views
7 new subscribers in the month of October

Twitter

14 tweets with 6,984 impressions
27 mentions and 193 profile visits

LinkedIn

13 posts with 1,1100 impressions
43 followers that is +3 subscribers

CONSTRUCTION VIDEOS

Two, two-minute videos were viewed showing the progress that continues to be made at the Diversion Inlet & Control Structure and the Wild Rice River Control Structure.

**5. LEGISLATIVE UPDATE
ELECTION RECAP**

Currently working on setting up meetings with newly elected officials to provide them project updates and the forthcoming next steps.

**6. UPCOMING ACTIVITIES
LEGISLATIVE SESSION**

The team will be focused on the upcoming legislative sessions as well as getting the new officials up to speed on the Project.

Mr. Gust suggested getting a message out to the public regarding the P3 and what it means for the Project. Mr. Paulsen and Ms. Darling will work on getting a message prepared and out to the public.

Mr. Campbell commented that he is working on relations with land/property owners on the Minnesota side in hopes that it will be beneficial with Project communications.

HOLIDAY LIGHTS DISPLAY

We will have a display for the Holiday Lights in Lindenwood Park November 26-December 31.

7. APPRECIATION FOR OUTGOING COMMITTEE MEMBERS

Mr. Pawluk and Mr. Weyland will attend their last meetings in December. We are very grateful for the time and commitment that they have given to the Diversion Authority over the years.

8. EXECUTIVE DIRECTOR UPDATE

Mr. Paulsen reported that he did a podcast for the Chamber on KFGO. Ms. Mastel commented that it should be released to the public next week. Mr. Paulsen commented that it went well and the content was good.

Work is continuing with the AE2S team regarding the Diversion Download podcasts. The format has been great and it is an ideal way to get the word out about the Project.

The North Dakota Water Conference will be held in December. Mr. Paulsen will be presenting on Project innovation and the specifics of the P3 model.

Mr. Paulsen will be presenting his 2021 executive director goals to the Board of Authority tomorrow. The communications goal is taking shape and he is looking for feedback from the committee.

Ms. Carlson suggested submitting a press release acknowledging the hiring of new staff.

9. ADJOURNMENT

Ms. Carlson made a motion to adjourn the meeting and Ms. Mastel seconded the motion. Motion carried and the meeting adjourned at 2:54 pm.