



**Diversion Authority Public Outreach Committee
Meeting Minutes
2:00 P.M. - Wednesday, January 29th
City of Fargo Commission Chambers
Fargo, North Dakota**

Permanent, Reliable Flood Protection

The Diversion Authority Public Outreach Committee met Wednesday, January 29, 2020, at Fargo City Hall. The following committee members were present: Kevin Campbell, Clay County Commissioner; Mike Thorstad, West Fargo City Commissioner; Ken Pawluk, Cass County Commissioner; Jake Gust, Cass County Joint Water Resource District; and John Stand, Fargo City Commissioner.

The following committee members were absent: Rodger Olson, Cass County Joint Water Resource District; Rick Steen, Cass County Commissioner; and Shelly Carlson, Moorhead City Council Member.

Others Present where: Joel Paulsen, Executive Director; Tammy Jo Taft, and Rocky Schneider, Advanced Engineering and Environmental Services, Inc.

The meeting was called to order by Mr. Campbell at 2:01p.m. Mr. Pawluk motioned to approve the meeting minutes from December. Mr. Gust seconded the motion. The minutes were approved unanimously.

COMMITTEE MEMBERSHIP AND CHAIR

Mr. Campbell explained that Mr. Olson has done a nice job at being chairman and expressed belief that he should keep the position. There was discussion about the importance of attendance at committee meetings. John strand moved to keep Mr. Olson as chair. Mr. Pawluk seconded. Motion approved unanimously.

Mr. Schneider brought up that the Diversion Board of Authority will vote regarding membership of the board and the other committees. The Diversion Board Joint Powers Agreement (JPA) does not designate a process like that for the Public Outreach committee. He explained there were discussions with Mr. Paulson and other people regarding adding members to the committee including business leaders task force and asking if Fargo and Cass County communications staff would be interested in attending. There was discussion about the value in adding more members and facilitating greater coordination. Mr. Campbell mentioned inviting Sherry Larson, Director of the Moorhead Business Association. They are supportive of the project and can inform the business community on project developments and outreach topics. Mr. Paulson explained the Committee has the discretion to decide membership. The names would come back to the committee and it would be up to the committee to decide if they would like to open up another seat. Mr. Thorstad brought up the idea of having people represent Horace or Dilworth. Mr. Stand explain the more people we have representing, the better. Mr. Paulson updated that he got the approval for a Public Information Office from the board. Mr. Strand believes this is going to be a great and necessary addition.

PROJECT INFORMATION POINTS

Mr. Schneider explained the December 18th informational points are still current and will be updated and given to the committee as need be.

MEDIA CONSUMPTION PUBLIC SURVEY

Mr. Schneider explained the survey is taking a little longer to get a return permit from the post office. The idea of the survey is to figure out where to focus the communications plan. It is to help us have a better idea on places to have more or less media. The survey also suggests populations for specific news and the best way to reach them. Mr. Campbell asked if the City of Moorhead was included in the survey. Mr. Schneider said he will look at sending it to Moorhead.

LANDS OUTREACH

Mr. Schneider explained one of the goals is to have quarterly contact with the upstream mitigation. Mr. Schneider also said a media plan is being developed for when the Mitigation Plan and the CLOMR are approved. Mr. Paulson explain that the Mitigation Plan is a requirement from the Diversion Authority to access funding from North Dakota. Mr. Paulson explained that a draft has been submitted to the Office of State Engineers, and it is being reviewed. The plan explains processes and procedures. Mr. Strand asked if there is going to be outreach directly to the impacted residents upstream? Mr. Paulson explain how he believes this a good idea and would like to go in the direction the committee thinks is best. There was some discussion about moving forward with the Mitigation Plan once it is approved. Mr. Schneider explained the work with the DNR and North Dakota will continue. Mr. Schneider brought up the Bio/Geo meetings and noted many people where asking what soil borings are. He said it might be a good idea to create an educational video explaining the process. Mr. Campbell thinks this would be a great idea and an awesome opportunity to answer questions property owners may have.

RED RIVER BASIN COMMISSION CONFERENCE REVIEW

Mr. Schneider discussed the Red River Basin Commission Conference. He noted the Project has been a part of the conference for eight years. Mr. Paulson and Colonel Jansen presented together and it was well received. Attendees included people from North Dakota, Minnesota, Manitoba, the State of Engineers, and the DNR's office. Mr. Paulson said a few people from Winnipeg asked how the P3 was going to be operated financially. After he explained to them the process, they said that there benefit to cost ratio is 100:1. Mr. Schneider said there was a time for shooting a Three Questions video with Colonel Jansen while he was here. Ms. Taft showed the video. Mr. Schneider said the City of Fargo has asked for a longer format of the three questions videos so they could run a 30-minute segment on Public Access TV.

MARCH ND LEGISLATURE WATER TOPICS OVERVIEW COMMITTEE PRESENTATION

Mr. Paulson said he presented at the previous WTOC overview presentation to ND committee. The two questions he was asked the most related to upstream and impacted residents. The draft mitigation plan was a working document and a policies are being

developed and reviewed. He hopes the State Engineer will have a decision prior to the next WTOC meeting. Mr. Paulsen explained the mitigation plan will provide answers for those impacted and he also hopes to give the WTOC an update on P3 procurement and a construction status with the Corps of Engineers.

FM DIVERSION.GOV ANALYTICS

Ms. Taft showed an analytics report for the calendar year of 2019. have been going up with our website in the past 2019 year. Mr. Strand asked if we have been looking into or done YouTube advertising. Ms. Taft explained that it will be one of the things looked into in our new communications plan. There was discussion on how it would work well but there needs to be a solid plan put in place first. There was also discussion about the general public not understanding what is parts of the project that have been done and it would be nice to show that.

COMMUNICATIONS PLAN UPDATE

a) Meetings and Surveys

Mr. Schneider explained that our goal is to get a number of focus groups done to gather information to help put together different ideas for the updated communications plan. Meetings have happened with Clay County, Cass County, the City of Fargo, and he is working on scheduling more groups. The discussions have been going well and mostly people all have the same ideas for moving forward.

OTHER BUSINESS

Mr. Strand brought up that having a Public Information Office is absolutely crucial and urgent. He explained that this is climate action at the local level, and we need to show it in the present-day context. Mr. Paulson brought up a presentation he did, and on one of the slides it shows the crest data for the Red River of over 115 years.

Mr. Campbell brought up the things on social media are not always pleasant. He would like a policy to be put in place to filter out inappropriate comments.

Meeting adjourned at 3:02 p.m..