

GARRISON DIVERSION CONSERVANCY DISTRICT

PUBLIC RELATIONS COMMITTEE

**Garrison Diversion Conservancy District
Video Conference
March 3, 2022**

A meeting of the Public Relations Committee of the Garrison Diversion Conservancy District was held on March 3, 2022, by video conference. The meeting was called to order by Chairman Anderson at 1:30 p.m.

DIRECTORS PRESENT

Board Chairman Alan Walter
Committee Chairman Dave Anderson
Director Nikki Boote
Director Ward Koeser
Secretary Kimberly Cook

DIRECTORS ABSENT

Director Bill Ongstad

OTHERS PRESENT

Jay Anderson, Vice Chairman, Garrison Diversion Conservancy District, Carrington, North Dakota
Duane DeKrey, General Manager, Garrison Diversion Conservancy District, Carrington, North Dakota
Merri Mooridian, Administrative Officer, Garrison Diversion Conservancy District, Carrington, North Dakota
Kip Kovar, District Engineer, Garrison Diversion Conservancy District, Carrington, North Dakota
Lisa Schafer, Executive Assistant, Garrison Diversion Conservancy District, Carrington, North Dakota
Brent Bogar, Advanced Engineering and Environmental Services, Bismarck, North Dakota

The meeting was recorded to assist with compilation of the minutes.

READING OF THE MINUTES

Motion by Director Boote to dispense with a reading of the July 8, 2021, minutes and approve them as distributed. Second by Director Koeser. Upon voice vote, motion carried.

COMMUNICATION TASK ORDERS

RRVWSP 2020/21 Strategic Project Development & Communications Task Order Amendment

Kimberly Cook, Secretary, referred to the memo received from Advanced Engineering and Environmental Services (AE2S), regarding the 2020-2021 communications task order. The memo

points out that AE2S provided services which were not included in the original scope of work. The contract was for an 18-month period (July 2020 through December 2021) and specified \$121,416 for labor and reimbursables/expenses of \$1,900. The overage in consulting/labor is \$13,234 and \$7,500 for expenses. This is due to the Red River Valley Water Supply Project (RRVWSP) groundbreaking ceremony that was not included in the 2020-2021 task order since it was uncertain when the event would actually take place. A copy of the memo is attached to these minutes as Annex I.

Chairman Anderson stated a recommendation from this committee regarding the task order will be provided to the Executive Committee.

Questions regarding the overages were addressed by Ms. Cook.

Motion by Director Koeser to recommend Garrison Diversion approve the payment of the additional \$13,234 for consulting/labor and \$7,500 for expenses to the Executive Committee. Second by Director Walter. Upon roll call vote, the following directors voted aye: Anderson, Boote, Koeser and Walter. Those voting nay: none. Absent and not voting: Ongstad. Motion carried.

RRVWSP Task Order 1430 - 2022 Strategic Project Development & Communications Services

Brent Bogar, AE2S, referred to RRVWSP Task Order 1430, and explained what the task order covers and some of the changes since the previous task order.

The task order objectives include the following:

- project management
- planning and coordination
- project branding and marketing
- education and engagement support/construction communications
- events and other services

A new item to this task order is project branding and marketing. The RRVWSP has various pieces and potential options for completion. It is key to provide the partners and stakeholders an understanding of each of these components and the relationship they have to each other. The focus is to help develop and incorporate a branding strategy for the various components, such as the Eastern North Dakota Alternate Water Supply (ENDAWS).

The task order is for a 12-month period with a cost of \$87,564.

Motion by Director Walter to recommend approval of RRVWSP Task Order 1430, 2022 Strategic Project Development & Communications Services, in the amount of \$87,564 to the Executive Committee. Second by Director Boote. Upon roll call vote, the following directors voted aye: Anderson, Boote, Koeser and Walter. Those voting nay: none. Absent and not voting: Ongstad. Motion carried.

PUBLIC RELATIONS ACTIVITIES

Submitted Articles - - Ms. Cook referred to and reviewed copies of articles submitted to the *ND Water* magazine on behalf of Garrison Diversion.

News Releases - - Ms. Cook also referred to and reviewed various news releases prepared by Garrison Diversion and submitted to local and daily newspapers relating to Garrison Diversion and the RRVWSP.

News Articles - - Ms. Cook called attention to copies of and reviewed various news articles, which were published in state and local newspapers, relating to Garrison Diversion and RRVWSP activities.

RRVWSP Newsletter - - Ms. Cook called attention to copies of the quarterly RRVWSP newsletters, which have been published since the last committee meeting.

Ms. Cook also reviewed the newsletter analytics.

Public Relations 2022 Work Plan - - Ms. Cook referred to and reviewed the Public Relations 2022 Work Plan. This includes the public relations' work items for the year. A copy of the work plan is attached to these minutes as Annex II.

Motion by Director Walter to approve the 2022 Public Relations Work Plan. Second by Director Boote. Upon voice vote, motion carried.

Meetings and Conferences - - Ms. Cook stated the next event Garrison Diversion will attend with the display booths is Water Day at the State Fair in Minot on July 28. Any committee members interested in attending are invited to take part. The irrigation appreciation supper will also take place this summer, but a date has not been set.

OTHER

Audio/Visio System - - Ms. Cook reported work is currently underway in preparation for installation of a new audio/visio system in the board room at Carrington.

Water Tours - - Ms. Cook informed the committee she is assisting the ND Water Education Foundation to set up some of its summer water tours. They would like to include tours of the RRVWSP construction sites if possible.

There being no further business to come before the committee, the meeting was adjourned at 2:05 p.m.

(SEAL)

Dave Anderson, Chairman

Kimberly Cook, Secretary

memo

To: Kimberly Cook, Garrison Diversion
 From: Andrea Boe, AE2S
 Date: 2-28-22
 Re: Communications Task Order

Comments: AE2S Communications has been enjoyed assisting in telling the story of the Red River Valley Water Supply Project, creating opportunities to show the need for the project, supporting legislative activities. This past summer, we were thrilled to help plan, photograph, video, and collaborate on deploying an amazing groundbreaking event.

As we closed out 2021 and our communication task order came to an end, we realized that we provided services not originally scoped back in early 2020.

The current contract of RRVWSP 2020/21 Strategic Project Communications was a contract for 18 months that covered regular communications, legislative session and interim support, water conference development, and graphic design among other things. The contract specified \$121,416 for labor and reimbursables/expenses of \$1,900. At the end of the 18 months period, the consulting services labor equaled a little over \$134,650 in labor and approximately \$9,400 in reimbursables (displays, printing, invites/postage, etc.)

After review all the time entries and invoices, it seems that we did not account for the time spent on planning and development of the groundbreaking ceremony. In fact, we did not scope a separate line item for groundbreaking in our original scope from 2020. Of course, this was an oversight by our team at the time of scoping two years ago as it was unclear when or if we would have a groundbreaking during the contract time.

Additionally, the expenses look skewed because we simply went ahead and worked with printers and ordered the materials and banners for different events and other needs. This is simply semantics of our team ordering versus Garrison Diversion ordering materials.

Therefore, we are seeking an amendment to cover the time devoted to the groundbreaking services, which is approximately \$13,234. In addition, to pay for the expenses above the 1,900. Any time overages past that amount, AE2S will take responsibility for and remove from the final invoice.

| | Consulting/labor | Expenses |
|---------------------|-------------------------|-----------------|
| Original task order | \$121,416 | \$1,900 |
| Overage | \$134,650 | \$9,400 |
| Difference | \$13,234 | \$7,500 |

2022 Public Relations Work Plan

A. Public Relations

1. Develop, publish and distribute 2021 Annual Report
2. Develop and distribute RRVWSP Quarterly Newsletter
3. Develop ND Water magazine stories (10 issues)
4. Staff Garrison Diversion and LAWA display booths at appropriate conferences and events
5. Prepare and distribute news releases regarding Garrison Diversion, RRVWSP and LAWA efforts
6. Develop and update public information pieces as needed
7. Maintain social media sites for GCD and RRVWSP
8. Maintain GCD, RRVWSP and LAWA websites
9. Implement 2022 Communications Work Plan
10. Finalize and install wall displays at headquarters building

* 2022 additions