

Summary of Minutes

Water Conservation Advisory Council Workgroup Conference Call
Workgroup: Public Awareness

Date: Friday, March 3, 2017
Time: 2:00 – 3:00 PM
Location: Conference Call

Members	Alternates	Interested Parties	TWDB Staff
Donna Howe	Denise Hickey	none	Mindy Conyers

I. Introductions/Roll Call

The meeting was called to order at 2:00 PM and roll call was taken.

II. New public awareness campaigns – programs

Denise Hickey led the discussion on new water conservation themed public awareness campaigns across the state. Dallas Water Utilities and Tarrant Regional Water District partnered to launch “Water is Awesome” which includes a series of earth friendly videos. In addition, North Texas Municipal Water District will continue airing 30-second television ads and will be incorporating a seasonal approach to their campaigns in the future.

III. Blue Legacy Award winners and new category title

Next the group discussed the logistics for presenting the Blue Legacy Awards at the upcoming Texas Water Day at the Capitol in Austin on March 22. Denise confirmed that a new category would be awarded this year for innovative projects.

IV. Adjourn

The call ended at 2:17 PM.