

DIVERSION AUTHORITY  
PUBLIC OUTREACH COMMITTEE  
CASS COUNTY HIGHWAY DEPARTMENT  
WEST FARGO, NORTH DAKOTA  
WEDNESDAY, AUGUST 24, 2016  
1:00 P.M.

The Diversion Authority Public Outreach Committee met on August 24, 2016, at 1:00 p.m. at the Cass County Highway Department, West Fargo, North Dakota.

The following Committee members were present: Jacob Gust, Cass County Joint Water Resource District; Ken Pawluk, Cass County Commissioner; Mike Thorstad, West Fargo City Commissioner; John Strand, Fargo City Commissioner; Elly Peterson, Fargo-Moorhead West Fargo Chamber of Commerce; and Jason Benson, Cass County Engineer. Absent were: Rodger Olson, Cass County Joint Water Resource District; Kevin Campbell, Clay County Commissioner; Brenda Elmer, Moorhead City Council; and Gerald Van Amburg, Buffalo-Red River Watershed District.

Also present were: Rocky Schneider and Tammy Jo Taft, Advanced Engineering and Environmental Services, Inc. (AE2S); Randy Richardson, CH2M HILL Engineers, Inc.; and Michelle Anderson, Cass County Joint Water Resource District staff.

**Metro Flood Diversion Project – public outreach communications plan for the City of Fargo and Cass County sales tax extension**

Rocky Schneider presented and reviewed the Cass County and City of Fargo ballot language for the flood control sales tax extensions and a Memo written by Erik Johnson, Fargo City Attorney, outlining North Dakota law and the prohibition of the use of public property for political purposes. Discussion was held on slightly different ballot language to explain the flood control sales tax extension and the results of the previous flood control sales tax vote.

Discussion was held on the appropriate public outreach educational activities, the message to convey and obstacles to overcome to educate the public on the City of Fargo and Cass County flood control sales tax extensions. Committee member ideas include distribution of a fact sheet, information posted on the City of Fargo, Cass County and Diversion Authority websites, factual articles for media to publish, communication to answer basic questions and public meetings scheduled every two weeks with elected officials to give facts and answer questions. Mr. Schneider stated he will develop a comprehensive communication plan for the Committee to consider at the next meeting. The Committee plans to intensify public outreach after September 7, 2016.

The Business Leaders Flood Task Force will meet to review the ballot language and discuss strategy to advocate for the extension of the current sales tax to help fund the Metro Flood Diversion Project.

**Adjournment**

There being no further business to be considered, the meeting adjourned without objection.

APPROVED:

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Rodger Olson  
Chairman

ATTEST:

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Carol Harbeke Lewis  
Cass County Joint Water Resource District  
Secretary-Treasurer