

**DIVERSION AUTHORITY
PUBLIC OUTREACH COMMITTEE
FARGO CITY - COMMISSION CHAMBERS
2:00 P.M.
FARGO, NORTH DAKOTA
WEDNESDAY, JULY 23, 2019**

The Diversion Authority Public Outreach Committee met Wednesday, July 23, 2019, at Fargo City Hall. The following committee members were present: Rodger Olson, Cass County Joint Water Resource District Commissioner; Kevin Campbell, Clay County Commissioner; Mike Thorstad, West Fargo City Commissioner; and Jake Gust, Cass County Joint Water Resource District.

The following committee members were absent: Rick Steen, Cass County Commissioner; John Strand, Fargo City Commissioner; Vern Bennett, Cass County Commissioner; Grant Weyland, Clay County Commissioner; Joel Paulsen, Moorhead City Council; and Gerald Van Amburg, Buffalo Red River Watershed District.

Others present were: Matt Stamness, Assistant Cass County Engineer; Gregg Thielman, Houston Moore Group; and Eric Dodds, Tammy Jo Taft, and Sadie Moen, Advanced Engineering and Environmental Services, Inc.

The meeting was called to order by Mr. Olson at 2:00 p.m.. Mr. Gust motioned to approve the meeting minutes from June. Mr. Campbell seconded the motion. The minutes were approved unanimously.

PROJECT TALKING POINTS

Mr. Dodds discussed the changes that were made this month from last month's talking points. He went through each section and pointed out the changes that were made.

LANDS ACTIVITIES

Mr. Dodds discussed the outreach has been a success with the property owners the last few months. There is a lot of interaction with the property owners with answering questions. Mr. Dodds explain once the Condiditonal Letter of Map Revision (CLOMR) from FEMA comes out there will be a lot more final information to share, and it will be easy to give the property owners more secure answers.

ND WATER TOPICS COMMITTEE OVERVIEW

Mr. Dodds explained the interim committees first meeting is August 1st. The Diversion Project is presenting at the meeting to give an update on the project.

CONSTRUCTION FLYOVER

Mrs. Taft showed the flyover video of the Diversion Inlet Control Structure. Mr. Dodds explained there was 73 million gallons of water in the spot the video was filmed at. Mr. Stamness explained the water is being pumped out and has finally started to go down. All agree that the drone video is very helpful to understand the project better. Mr.

Campbell believes this is very helpful for those who see it. Mr. Gust asked when they paved the by-pass. Mr. Stamness responded that it was paved at the end of May. Mr. Olson asked if the pump is helping, and if it wasn't there would the water go down. Mr. Stamness explained the water would naturally go into the ditch and affect nearby property owners, but with the pipe and pumping it is discharged into the river instead.

FMDIVERSION.COM AND TRAFFIC ANALYTICS

Mrs. Taft discussed that this month's analytics has been a standard month. There have been more impressions on previous month, but that was due to more promotions. She explained that this month's engagement is still very good.

THREE QUESTIONS VIDEO

a) TOM BEADLE

Mrs. Taft showed this month's three question video. She explained that most of the interaction with these videos comes from social media with the use of a desktop computer. The video does not need to be new to get interaction. She explained that when there is a twitter card with a quote, people end up clicking the link and watching the video that way.

OUTREACH PLANNING AND GOAL - SETTING

Mr. Campbell discussed how the outreach team needs to focus on other groups of people and not just people who are affected by the flood. He explained that the group has done a good job on reaching out to people who are affected directly, but we need to reach more groups. He also discussed that we need to promote the project more than just social media. He wants to see more TV use and radio use as well. He also would like to reach our strongest supporters and remind them why we are doing this project in the first place. Mr. Gust discussed the misperception by the public that the permit decision by the Buffalo Red River stops the project. He noted the need to show people the project is still moving forward. Mr. Dodds talked about having a brainstorming session and review to figure out new ways to improve our outreach.

OTHER BUSINESS

The meeting was adjourned at 2:46 p.m.