

**Metro Flood Diversion Authority
Public Outreach Committee
Meeting Minutes
2 PM – July 21, 2021**



A virtual meeting of the Metro Flood Diversion Authority Public Outreach Committee was held on July 21, 2021. The following members were present: Bernie Dardis, Mayor, City of West Fargo; David Ebinger, Clay County Commissioner; Jake Gust, Cass County Joint Water Resource District; Jim Kapitan, Cass County Commissioner; Kevin Campbell, Clay County Commissioner; Rick Steen, Cass County Commissioner; Rodger Olson, Cass County Joint Water Resource District and Larry Seljevold, Moorhead City Council.

Members absent: Gerald VanAmburg, BRRW Manager; Katie Mastel, Fargo Moorhead West Fargo Chambers and John Strand, Fargo City Commissioner.

1. MEETING TO ORDER

Mr. Olson called the meeting to order at 2 PM. Roll call was taken, and a quorum was present.

2. APPROVAL OF MINUTES FROM MARCH 2021 MEETING

MOTION PASSED

Mr. Steen moved to approve the minutes from April 2021 as presented and Mr. Gust seconded the motion. Motion carried.

3. APPROVE ORDER OF AGENDA

MOTION PASSED

Mr. Kapitan moved to approve the order of the agenda and Mr. Steen seconded the motion. Motion carried.

4. COMMUNICATIONS PLAN

Ms. Darling provided an update on the status of the communications plan. The intent is to have the plan finalized and in place by mid-August. The RRVA has their own internal communications team that the DA will be partnering with.

Overview



COMMUNICATIONS PLAN

- Metro Flood Diversion Authority (MFDA) communications plan
- Partnership with the P3 Developer, Red River Valley Alliance (RRVA) to be in sync with the MFDA communications plan by mid-August



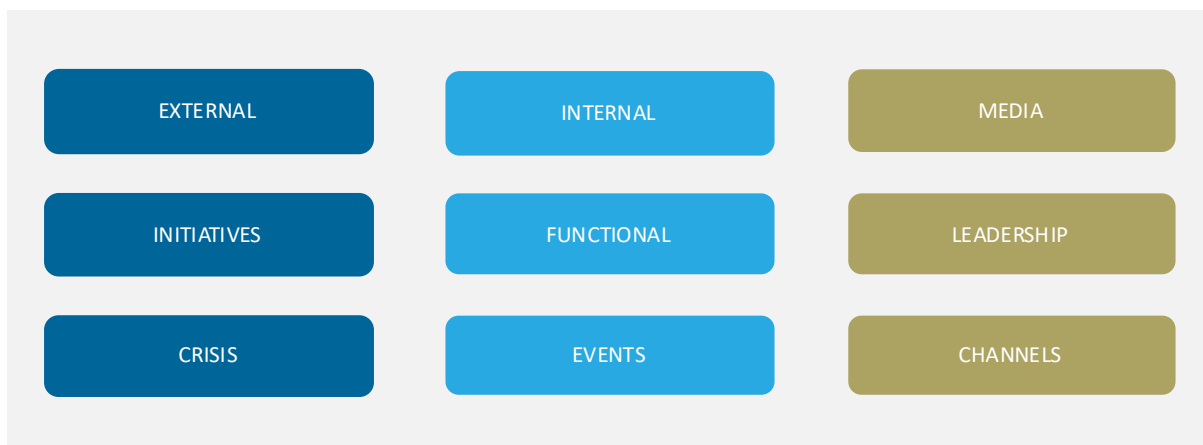
PRIORITIES

Following our success in gaining the funding and financing to build the Flood Diversion Project, our attention from a leadership and communication perspective- needs to shift towards building the right climate and relationships to enable the Project's success.

Communications View



MFDA Communications



MFDA + RRVA



Partnership Priorities

- **Connect** the communications teams by mid-August
- **Align** branding, language, templates, and shared information
- **Strengthen** communications workflow, procedures, protocols, ownership, notifications
- **Proactive** plan for outlook on events, incident response, project milestones, communication cadence
- **Activate** annual auditing to ensure ongoing alignment
- **Identify** internal and external audiences for share view on all stakeholders
- **Enhance** partner communications (Corps, Fargo-Moorhead, Cass, Clay, MN DNR, ND OSE, consultants)
- **Strengthen** local communications (residents, business owners, associations, townships, etc.)
- **Formalize** shared communication channels (website, social media, video, podcasts, etc.)
- **Focus** on community and construction safety

5. **NEXT MEETING**

The next meeting will be held on August 25, 2021.

6. **ADJOURNMENT**

Mr. Gust moved, and Mr. Campbell seconded to adjourn.
The meeting adjourned at 2:25 PM.