

MINUTES  
NORTH FORT BEND WATER AUTHORITY

May 4, 2016

The Board of Directors (the "Board") of the North Fort Bend Water Authority (the "Authority") met in special session, open to the public, on the 4<sup>th</sup> day of May, 2016, at the offices of Brown & Gay Engineers, Inc., 10777 Westheimer, 3rd Floor, Lubbock Conference Room, Houston, Texas, outside the boundaries of the Authority, and the roll was called of the members of the Board:

Peter Houghton	President
Robert Patton	Vice President
Melony Gay	Secretary
David Spell	Assistant Secretary
Robert Darden	Assistant Vice President
Bruce Fay	Assistant Secretary
Pat Hebert	Assistant Secretary

and all of the above were present, thus constituting a quorum.

Also present for all or part of the meeting were Renae Ely of Coats Rose PC; Collette Garcia of McGrath & Co., PLLC; Dave Scholler, Matthew L. Froehlich, Janice Hayes, and Shayna Chapman of Brown & Gay Engineers, Inc. ("BGE"); Pam E. Lightbody of AVANTA Services; Dale Clayton of Severn Trent Services, Inc.; and David Oliver and Justine M. Cherne of Allen Boone Humphries Robinson LLP ("ABHR").

AUDIT FOR FISCAL YEAR END DECEMBER 31, 2015

Ms. Garcia reviewed the Authority's draft audit for fiscal year end December 31, 2015. Following review and discussion, Director Darden moved to approve the audit for fiscal year end December 31, 2015, and direct that the audit be filed and retained in the Authority's official records, subject to final review and comment. Director Gay seconded the motion, which was approved by unanimous vote.

AMENDMENT TO CONSULTING AGREEMENT WITH GLASS HOUSE STRATEGY

Mr. Oliver reviewed with the Board a First Amendment to Consulting Agreement with Glass House Strategy. He explained that the amendment updates the services to be provided and the related task budget for 2016. Following review and discussion, Director Gay moved to authorize execution of the amended agreement as presented. Director Fay seconded the motion, which was approved by unanimous vote.

## PUBLIC COMMUNICATION MATTERS, INCLUDING LOGO REDESIGN

Ms. Hayes reported that the Authority's Communication, Conservation, and Reuse Committee recommends approval of the purchase of water conservation coloring books and branded wrist bands for use as additional promotional items during Authority events, including mobile teaching lab reservations. Following review and discussion, Director Hebert moved to authorize the purchase of 2,500 water conservation coloring books and crayons in the amount of \$1,286.00 plus shipping and 2,500 wrist bands in the amount of \$618.00 plus shipping. Director Spell seconded the motion, which was approved by unanimous vote.

Ms. Hayes reported that the Authority's Communication, Conservation, and Reuse Committee recommends conducting an awards presentation for the members of the Authority's constituent Water Conservation Committee during the Board's May 25, 2016, meeting. She stated that the committee reviewed and recommends approval of the purchase of 4" X 6" special recognition awards and invitations to the presentation. Following review of a sample award and discussion, Director Hebert moved to authorize the awards presentation and the purchase of the special recognition awards in the approximate amount of \$1,000.00 plus shipping. Director Spell seconded the motion, which was approved by unanimous vote.

Ms. Hayes reported that the Authority's Spring 2016 newsletter has been distributed.

Mr. Oliver updated the Board on ABHR's and BGE's coordination with Dwayne L. Mason of Greenberg Traurig, LLP on trademark, copyright, and licensing matters. He discussed the process and associated fees for preparing and submitting trademark, copyright, and licensing applications for "Larry the Talking Sprinkler" and the associated image. Discussion ensued regarding developing and using licensing agreements after the process is complete. Director Hebert moved to authorize preparation and submission of trademark, copyright, and licensing applications for "Larry the Talking Sprinkler". Director Spell seconded the motion, which was approved by unanimous vote.

## WATER CONSERVATION MARKETING PLAN AND EDUCATIONAL PROGRAMS

Ms. Hayes reported that there were no reservations for use of the Authority's mobile teaching lab during May, 2016.

Ms. Chapman reported on Glass House Strategy's implementation of a spokesperson partnership with Randy Lemmon to expand the Authority's "Larry the Talking Sprinkler" water conservation marketing and education campaign. She reported on Glass House Strategy's oversight of television commercial filming with Randy Lemmon, as well as social media. Mr. Oliver discussed ABHR's coordination with Greenberg Traurig, LLP on the preparation of a spokesperson partnership

agreement with Randy Lemmon and discussion ensued.

Ms. Chapman reported that eleven people have registered for the workshop regarding tiered water rates modeling to be conducted by Alliance for Water Efficiency on May 31, 2016. She stated that the workshop will be filmed so that it can be viewed by those who cannot attend.

Ms. Chapman reported that Larry's Toolbox Program Participation Agreements with Cinco Municipal Utility District No. 3, Cornerstones Municipal Utility District, and Fort Bend County Municipal Utility District Nos. 2, 57, 130, 151, and 165, and an Irrigation System Evaluations Cost Sharing Agreement with Cinco Southwest Municipal Utility District No. 2, are ready for execution.

Ms. Chapman reported on Glass House Strategy's activities related to implementing the Authority's Larry's Toolbox water conservation program, including the launch of a website containing information and forms and the preparation of informational bill inserts and mailers for distribution to participating municipal utility districts.

CONVENE IN EXECUTIVE SESSION

The Board did not convene in executive session.

There being no further business to come before the Board, the meeting was adjourned.

(SEAL)



  
Secretary, Board of Directors