



BRAZOS VALLEY GROUNDWATER CONSERVATION DISTRICT

Education/Conservation Committee Meeting

Zoom Virtual Meeting

August 19, 2020

9:00 a.m.



**Agenda
Open Meeting**

**BRAZOS VALLEY GROUNDWATER
CONSERVATION DISTRICT
Education/Conservation Committee Meeting**

Virtual Zoom Meeting

**Wednesday, August 19, 2020
9:00 a.m.**

Due to recent concerns regarding COVID-19, this meeting will be held virtually.

You may join this free video-conference meeting from your computer, tablet or smartphone at:

<https://zoom.us/j/9611776851>

You can also dial in for audio only using your phone on either of these numbers:

+13462487799 US (Houston)

+16699006833 US (San Jose)

The Meeting ID # is:

961 1777 6851

[How to access the meeting using a computer or tablet](#)

[How to access the meeting using a smartphone](#)

If you are new to Zoom meetings, you can download the app now and be ready when the meeting starts:

Website- zoom.us

You may participate with public comments during the meeting using either a phone or computer/tablet simply by "[raising your hand.](#)" Public comments will be taken at the beginning of the meeting or during discussion of the agenda item. Public Comment will be limited to 3 minutes per person on each agenda item requested.

Work Session of the Education/Conservation Committee including discussion by the committee members, other directors present, and staff for review of:

- Annual review of the District Water Conservation and any suggested revisions
- Annual review of the District Drought Contingency Plan and any suggested revisions
- Review current Education budget and prepare a FY 2021 suggested budget for consideration by the Budget/Finance Committee
- Discuss 2020 Conservationist of the Year submissions and prepare a recommendation to the full board

Signed this 10th day of August, 2020.

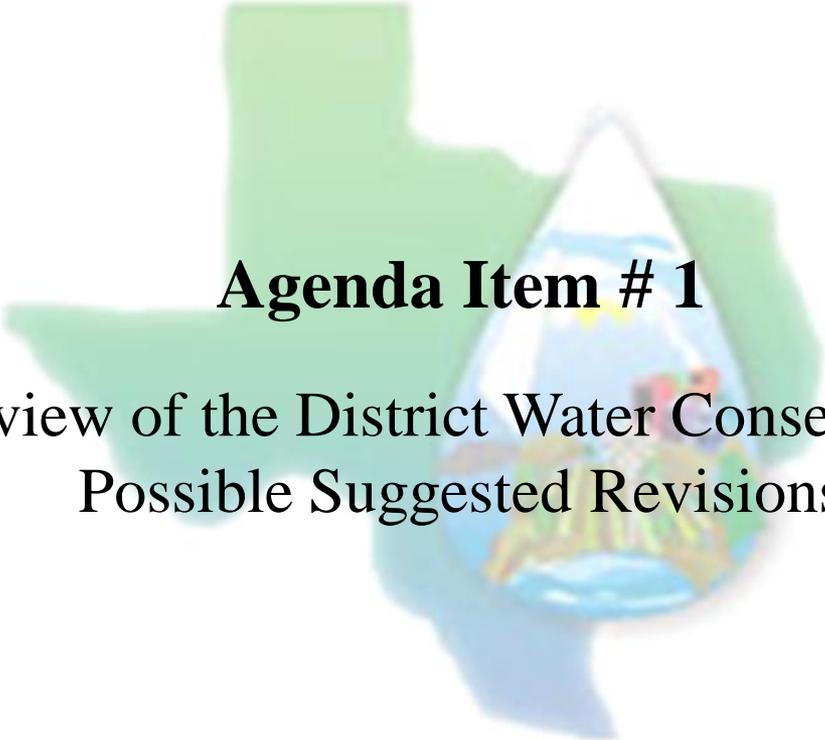
Alan M. Day
General Manager

The Board of Directors may meet in closed session, pursuant to the Texas Open Meetings Act, Texas Government Code §§ 551.071-551.076, to:

- (1) consult with attorney;
- (2) deliberate regarding the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the District in negotiations with a third person;
- (3) deliberate a negotiated contract for a prospective gift or donation to the District if deliberation in an open meeting would have a detrimental effect on the position of the District in negotiations with a third person;
- (4) to deliberate the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a Board member or District employee;
- (5) to receive information from employees or question employees, but not deliberate public business or agency policy that affects public business; and
- (6) to deliberate the deployment on specific occasions for implementation of security personnel or devices.

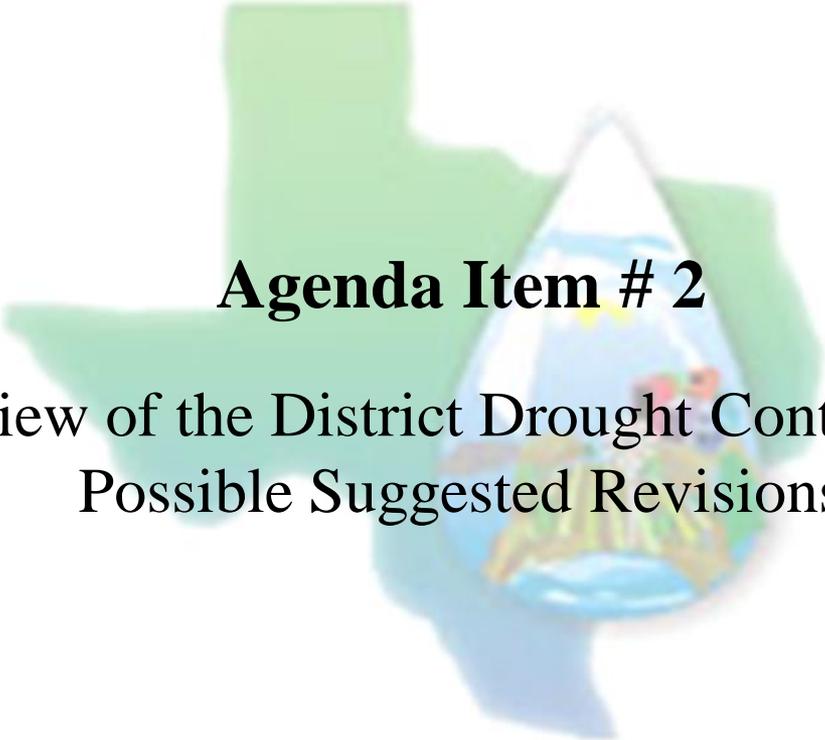
The Board may also meet in open session on these matters as required by the Texas Open Meetings Act, Texas Government Code § 551.102.

**** Agenda items may be taken out of order at the discretion of the Board Chairman**



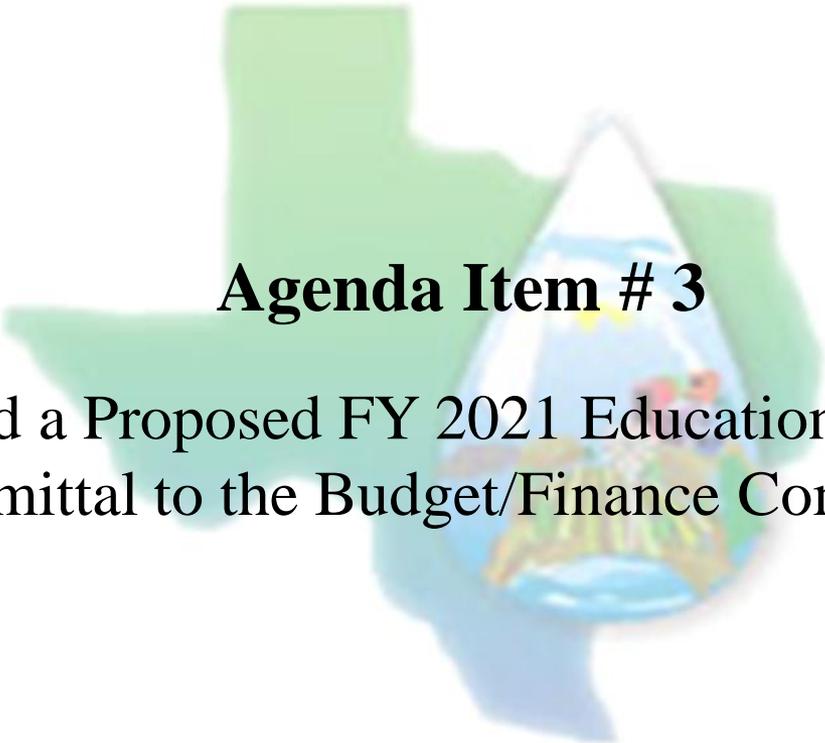
Agenda Item # 1

Annual Review of the District Water Conservation Plan &
Possible Suggested Revisions



Agenda Item # 2

Annual Review of the District Drought Contingency Plan &
Possible Suggested Revisions



Agenda Item # 3

Developed a Proposed FY 2021 Educational Budget for
submittal to the Budget/Finance Committee

2020 Education Budget

Public Education	\$32,000.00	\$32,000.00	TV educational spots/Major Rivers/meetings/supplies/WET Project/CORE Teacher group
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Proposed 2021 Education Budget

- KBTX Conservation Tips Segments- \$22,000 total
 - Monthly TV and Web Campaign
 - Any additional segments- \$250/each
- Educational Materials/Supplies- \$10,100 total
 - Major Rivers- \$2,500
 - Lab Materials- \$3,000
 - Presentation Materials- \$200
 - Water Field Day (Robertson)- \$250
 - Water Field Day (Brazos)
 - Pizza Ranch- \$250
 - BCS Home and Garden Show- \$900
 - Other meetings, materials, etc.- \$3000

Total 2021 Budget- \$32,100 (Public Education)

KBTXMedia

2021 Water Conservation Tips Campaign



Brazos Valley
GROUNDWATER CONSERVATION DISTRICT

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THE CW8
Aggieland
KBTX
.com

Campaign Concept

- A series of 1 minute segments promoting various water conservation tips for the general public
- Each segment addresses a different conservation tip or idea designed to promote water conservation
- Segments feature different water conservation experts or sources to promote the combined community effort
- Each segments have the same graphic look and end with the web resource for more information



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Campaign Flights & Placement

- 2021 campaign would start January 1 and run for 12 consecutive months, ending December 2021
- TV Spot Placement – based on 2 weeks in the month per month:
 - Every Wednesday during CBS This Morning
 - One Tuesday and every Thursday during News at Noon
 - Every Friday during Brazos Valley This Morning
 - Every Saturday in News at 6 Saturday
 - Segments air a total of 7 times each month on KBTX
 - \$1,270 per month based on 4 week month
- 1/3 Ad in our 2021 Friday Football Fever Magazine
 - Friday Football Fever Magazine is this area's complete guide to High School Football Teams with season schedules and profiles of each team in our region. The magazine also includes season schedules for Texas A&M, SHSU, Blinn and Prairie View, with dedicated pages highlighting this season's schedules for the Texans and Cowboys.
 - 10,000 printed and distributed to Brazos County and surrounding areas
 - 40,000 impressions on KBTX.com included!





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Production of Segments

- Twelve one minute segments produced and available for use throughout duration of campaign
- Additional segments produced at a cost of \$250 per segment
- Production includes interviews with different water experts, b-roll footage necessary, and all graphic elements
- Production schedule will be dependent on the availability of spokespeople. Any additional segments can be taped as needed throughout duration of campaign
- Conservation tip topics will be provided by BVGCD
- KBTX Creative Services will finalize one minute "scripts" for review and approval by BVGCD
- "Scripts" will also consist of interview quotes. KBTX Creative Services will work up scripts based on the concept and quotes given.





PSA Offer

- As part of this effort, and with a 2021 agreement between KBTX Media and BVGCD, KBTX will add additional PSA placement of these 1:00 vignettes to air on a broad rotation basis on KBTX & CW8. These vignettes will be placed as inventory permits throughout the entire campaign.

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Campaign Summary

· Monthly TV & Web Campaign on KBTX	\$ 21,240
· Monthly billing varies depending on spot frequency.	
· Production of new one minute segments	\$ 0.00
· Cost is per segment.	
· Production costs to be billed as new segments are needed.	
· PSA Campaign on KBTX & CW8	\$ 0.00
Total 2021 Water Conservation Campaign:	\$ 21,240.00

Total Impact – 722,310 people reached at \$0.02 per person!

Agreed to by:

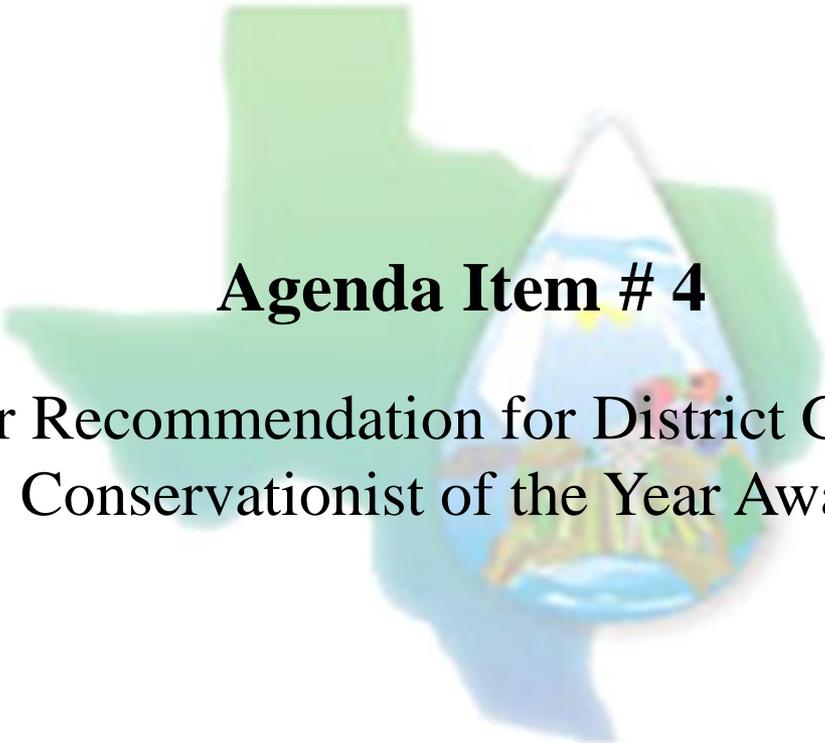
Alan Day, BVGCD

Date



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All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



Agenda Item # 4

Consider Recommendation for District Groundwater
Conservationist of the Year Award