



# Communications Committee Meeting Minutes

Thursday, September 1, 2022  
Tekela Restaurant, Sylvania

## **Committee members present included:**

- Theresa Pollick
- Bill Sanford
- Scott Carpenter
- Sheri Bokros
- Holly Kemler

## **TMACOG staff present included:**

- Mike Tippett, Director of Communications
- Alex Aspacher, Public Information Specialist

## **Welcome/introductions**

- Theresa Pollick welcomed everyone present and called the meeting to order.

## **Action items**

- **Approval of May 5 meeting minutes**

Members of the committee reviewed and approved the prior meeting minutes from May 5.

## **Discussion items**

- **Review of spring and summer communication projects**

Mike Tippett provided a recap of the Communication Department's efforts over the spring and summer, including promotion of the Juneteenth holiday, TMACOG's Summer Caucuses and Panel Forum with State Lawmakers, county-level meetings for updates to the 208 Plan, and upcoming training for water and wastewater operators.

- **Review of TMACOG Bike Month 2022 and input for 2023**

Mike Tippett and Alex Aspacher discussed the promotion and advertising strategies for Bike Month in May, which included a well-attended press event with partners, robust media coverage and advertising, and bike events across the region, such as the Ride of Silence and Bike to the Toledo Farmers Market.

- **Review of 2022 Air Quality campaign and gas cap testing events**  
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Mike Tippett and Alex Aspacher provided an overview of activities and promotion for this summer's Ozone Action Season, which runs from April through September. Alex Aspacher provided an overview of this year's marketing campaign, including broadcast, print, digital, and outdoor advertising.

Gas cap testing events were held in Perrysburg, Toledo, and Bowling Green during July. These events were mostly well attended and received positive media coverage. A total of 258 vehicles were tested, with 21 gas caps failing the test and being replaced. The oldest vehicle tested was a 1991 Mercedes.

- **Update on other upcoming projects and events**

Mike Tippett and Alex Aspacher shared information about upcoming events and promotion plans for the Student Watershed Watch. The project involves a field day and media coverage in late September, and a student summit in early November. The Communications Department is also involved in efforts to release updated legislative agendas for the Water Quality and Transportation departments at the January 2023 General Assembly.

- **Membership position**

Alex Aspacher and Mike Tippett shared an update on the search for a new membership coordinator. The position was evaluated and rewritten following the departure in May of Gilda Mitchell, former TMACOG director of membership and outreach, including the change to a coordinator-level position. Alex participated in the interviewing of applicants and said a decision should be made soon after Labor Day, with a goal for the successful candidate to start by the end of September.

With no further business, the committee adjourned the meeting. The next meeting is scheduled for December 1 at noon, location to be determined.