

**MINUTES OF COMMUNICATIONS COMMITTEE MEETING
OF THE WATER WORKS BOARD OF THE CITY OF BIRMINGHAM
July 5, 2022**

A Communications Committee meeting of the directors of The Water Works Board of the City of Birmingham was held on Tuesday, July 5, 2022 at 10:00 a.m.

The following Committee members were present: Committee Chairwoman Tereshia Huffman, and Tom Henderson. Director Lucien Blankenship participated via telephone. Director George Munchus was also present.

Others present were: Michael Johnson, General Manager; Iris Fisher, Derrick Murphy, and Jeffrey Thompson, Assistant General Managers; Anitra Clark, Corporate Governance Specialist; Tracey Godbold, Executive Assistant to the General Manager; Rick Jackson, Geraldine Davis, Colandus Mason, Barry Williams, David Walker, Jeff Wade, Charles McGee, and Chris Landrum, BWWB Employees; Byron Perkins, Perkins-Law, LLC; Kelvin Howard, Kelvin W. Howard, LLC; Martha Bozeman, and Tommy Palladino, Agency 54; Officer Rosato; Lindsay McAdory, and Brian Gunn, CBG Strategies; and Rickey White, Blyth & White.

Committee Chairwoman Huffman declared a quorum in attendance.

Committee Chairwoman called the meeting to order at 10:00 a.m. Rick Jackson, BWWB Employee, opened the meeting with prayer.

Following, Chairwoman Huffman made a motion to approve the agenda. She stated she would like to move agenda item 4 to 3. Director Henderson seconded the motion. The motion was approved by unanimous vote.

Following, the Committee moved to the first item on the agenda, Request Committee to approve minutes from Communications Committee Meeting held May 3, 2022. Director Henderson made a motion to approve the minutes and Director Huffman seconded the motion. The minutes were approved by unanimous vote.

Following, the Committee moved to Reports of Officers, there were none.

Following, the Committee moved to the second item on the agenda under Unfinished Business, Request Committee to hear an update on the Birmingham Water Works Partnership with The World Games 2022 regarding Community Engagement. Rick Jackson, Public Relations Manager, provided an update to the Committee on the required mandatory training and credentialing process for over 300 BWWB employees for The World Games. Mr. Jackson stated BWWB partnered with Agency 54 on a 30-second commercial and other various advertisements. Director Huffman requested Martha Bozeman, Agency 54, to provide a brief update on their engagement with the World Games. Martha Bozeman stated that Agency 54 had played an active role in partnership with BWWB and assisted in taking employee photos in the credentialing process as well as taping videos at various World Games stations. She indicated they also designed logos, print, and educational materials, and produced the 30-second commercial.

Next, the Committee moved to the fourth item on the agenda. Request Committee to review and discuss the current Media Relations Procedure. Mr. Jackson stated in 2015, he and Executive Management created a media policy for BWWB to streamline media and public record requests, in order to have a consistent story. Mr. Jackson stated because BWWB is a public utility company all public requests must be answered within a specific time frame. He indicated a response is required within 24 to 48 hours to confirm receipt; thereafter, BWWB has 15 business days from the written request date to respond to inquiries. Mr. Jackson stated all media inquiries should be forwarded to his attention in the Public Relations Department. He indicated any media requests for copies of transcripts or other material may be associated with a fee for printing costs. Mr. Jackson then gave an overview of his role as Public Spokesperson which he stated is included in the media policy. The General Manager stated Board Attorney Mark Parnell was involved with drafting the media policy. He indicated the Board has not adopted a policy; therefore; a resolution would be required if the Board chose to adopt said policy. Director Blankenship questioned whether a policy needed to be adopted by the Board if a procedure created by staff is already in place. The General Manager stated the Board and staff wanted to know who was speaking for and representing the Board when responding to media requests. The General Manager stated there is not a policy in place that prevents a Board member from speaking to the public or media. Director Blankenship stated he understood there were two separate requests, a policy regarding staff and a policy regarding who could speak for the Board. He indicated he would support how the Committee would like to move forward. Chairwoman Huffman made a motion for the Board's Attorney to review the current internal policy and draft a resolution for the Board to review and possibly adopt regarding communication with the public and media. Director Henderson seconded the motion. The motion was approved by unanimous vote.

Following, the Committee moved to the third item on the agenda, Request Committee to enter into Executive Session regarding Crisis Communication Management. Board Attorney Kelvin Howard certified the Executive Session would be held to discuss crisis communication management which could involve litigation. Director Henderson made a motion for the Committee to enter Executive Session and Chairwoman Huffman seconded the motion. The motion was approved by unanimous vote. The General Manager stated staff and CBG Strategies would need to attend the Executive Session.

Following, the Committee entered Executive Session at 10:18 a.m.

Next, Director Henderson made a motion to come out of Executive Session and Chairwoman Huffman seconded the motion. The Committee voted unanimously to come out of Executive Session. The Committee came out of Executive Session at 11:17 a.m. Director Henderson then made a motion to move agenda item 4 to the Board for consideration and Chairwoman Huffman seconded the motion. The motion was approved by unanimous vote.

Next, Director Henderson made a motion to adjourn the meeting and Chairwoman Huffman seconded the motion. On a motion duly made and seconded, the motion was approved by unanimous vote, and the meeting was adjourned at 11:20 a.m.

/s/
Michael Johnson
General Manager

/s/
Tereshia Huffman
Communications Committee Chairwoman

Lucien Blankenship
Director

/s/

Tom Henderson
Director