

**MINUTES OF COMMUNICATIONS COMMITTEE MEETING  
OF THE WATER WORKS BOARD OF THE CITY OF BIRMINGHAM  
November 21, 2023**

A Communications Committee meeting of the directors of The Water Works Board of the City of Birmingham was held on Tuesday, November 21, 2023 at 3:30 p.m.

The following Committee members were present: Committee Chairwoman Tereshia Huffman, William Burbage, and Tom Henderson.

Others present were: Michael Johnson, General Manager; Derrick Murphy, Assistant General Manager; Cynthia Williams, Board Administrator; Anitra Clark, Corporate Governance Specialist; Rick Jackson, Joi Dulaney, Jessica Fadlevich, Michael Tartt, Colandus Mason, Jeff Wade, Charles McGee, and Rosalind Jones, BWWB Employees; K. Mark Parnell, Parnell Thompson, LLC; Bill Todd, Angela Riley, and Candice Butterfield, O2 Ideas; and Lindsey McAdory, Willie Wells, Antoine Tate (via teleconference), and Shenice Smith (via teleconference), CBG Strategies.

Committee Chairwoman Huffman declared a quorum in attendance.

Committee Chairwoman Huffman called the meeting to order at 3:35 p.m. and Rick Jackson, BWWB Employee, opened the meeting with prayer.

Following, Chairwoman Huffman asked for a motion to approve the agenda. Director Burbage made a motion to approve the agenda and Director Henderson seconded the motion. On a motion duly made and seconded, the motion was approved by unanimous vote.

Following, the Committee moved to the first item on the agenda, Request Committee to approve the minutes from the Communications Committee Meeting held July 17, 2023. Director Henderson made a motion to approve the minutes and Director Burbage seconded the motion. On a motion duly made and seconded, the motion was approved by unanimous vote.

Following, the Committee moved to Reports of Officers. Colandus Mason, Information Technology Manager, stated he met with three vendors regarding updating the BWWB website. He stated he will share more information once the vendors have been vetted.

Following, the Committee moved to the second item on the agenda, Request Committee to hear a report from O2 Ideas regarding internal communications. Bill Todd, O2 Ideas, gave an overview of the projects completed in 2023. He then gave an overview of a detailed timeline for 2024 which includes key focus areas. He indicated O2 Ideas would have more involvement with the Human Resources Department in 2024. He stated one goal is to engage through internal communication via the intranet. He also stated BWWB is working to draw first time job seekers. Director Burbage questioned what would draw first time job seekers to BWWB. Mr. Todd responded first time job seekers are looking for remote jobs and room to accelerate their career. He indicated BWWB has to be attractive to them. Director Burbage stated BWWB has to tap into that. Mr. Todd indicated if employee's needs are not fulfilled, they will turn on their employer. Director Burbage indicated BWWB is not cutting edge. The General Manager stated the Board

has engaged AON to review the Pension Plan to make it more attractive. He indicated as an example, the plan currently has a 10-year vesting period and it's difficult to have an employee for 10 years in the current job market. He stated AON's report would be presented in the first quarter of 2024. Committee Chairwoman Huffman stated O2 Ideas has an exciting plan. She indicated she would like to make sure field employees have access to information.

Following, the Committee moved to the third item on the agenda, Request Committee to hear a report from CBG Strategies regarding external communications. Lindsey McAdory, CBG Strategies, gave an overview of his staff. He then gave an overview of the public relations and media strategy. He gave an overview of external communications. He indicated BWWB has communicated its Bill Better Campaign via a digital newsletter and social media. He indicated social media has seen an increase of 143 percent in impressions. He stated in 2024 they will continue to raise brand awareness, engage with the community, and increase school education. He then gave an overview of media placement strategy. Director Burbage stated BWWB did not have the same presence in the public when he came on the Board seven years ago as it does now. Director Henderson questioned what CBG Strategies' plan for handling the rate increase. Mr. McAdory responded the goal is the educate the public on BWWB's water rates being some of the lowest in the nation. Rick Jackson, Public Relations Manager, stated a press release would be sent out regarding the rate increase. Director Henderson questioned whether there has been good response to the ads that are aired during high school games. Mr. Jackson stated there has been good response and he indicated this is one way to reach all counties in the BWWB service area. Committee Chairwoman Huffman commended the work being done by staff and CBG Strategies regarding the literacy act. She stated she has seen a drastic change with the work done in public relations. Mr. Jackson stated CBG Strategies will help find events in other cities located in the service area to reach more people. He stated O2 Ideas assisted with conducting two employee surveys in 2023.

Following, the Committee moved to the fourth item on the agenda, Request Committee to approve and recommend to the Board to approve an agreement with O2 Ideas to provide internal communications for the period of January 1, 2024 through December 31, 2024. Director Burbage questioned the amount of the agreement. Mr. Jackson responded the agreement is for \$15,000.00 per month plus a \$35,000.00 branding project. Committee Chairwoman Huffman then made a motion to approve the item and to send it to the full Board for approval, and Director Henderson seconded the motion. On a motion duly made and seconded, the motion was approved by unanimous vote.

Following, the Committee moved to the fifth item on the agenda, Request Committee to approve and recommend to the Board to approve and agreement with CBG Strategies to provide external communications for the period of January 1, 2024 through December 31, 2024. The General Manager stated the agreement is for \$26,000.00 per month. Director Burbage then made a motion to approve the item and to send it to the full Board for approval, and Director Henderson seconded the motion. On a motion duly made and seconded, the motion was approved by unanimous vote.

Following, the Committee moved to the sixth item on the agenda, Request Committee to approve and recommend to the Board to approve an agreement with Message Point Media to provide services for BWWB-TV for the period of January 1, 2024 through December 31, 2025.

Mr. Jackson stated Message Point Media provides services regarding BWWB-TV and the agreement is for \$43,000.00 per year. Director Burbage then made a motion to approve the item and to send it to the full Board for approval, and Director Henderson seconded the motion. On a motion duly made and seconded, the motion was approved by unanimous vote.

Next, Director Burbage made a motion to adjourn the meeting and Director Henderson seconded the motion. On a motion duly made and seconded, the motion was approved by unanimous vote, and the meeting was adjourned at 4:17 p.m.

\_\_\_\_\_/s/  
Michael Johnson  
General Manager

\_\_\_\_\_/s/  
Tereshia Huffman  
Communications Committee Chairwoman

\_\_\_\_\_/s/  
Tom Henderson  
Director

\_\_\_\_\_/s/  
William "Butch" Burbage, Jr.  
Director