

**MINUTES OF COMMUNICATIONS COMMITTEE MEETING  
OF THE WATER WORKS BOARD OF THE CITY OF BIRMINGHAM  
SEPTEMBER 23, 2021**

A Communications Committee meeting of the directors of The Water Works Board of the City of Birmingham was held on Thursday, September 23, 2021 at 8:30 a.m.

The following Committee members were present: Committee Chairwoman Tereshia Huffman, Ronald A. Mims, and Tom Henderson. Director George Munchus was also present.

Others present were: Michael Johnson, General Manager; Derrick Murphy, Jeffrey Thompson and Iris Fisher, Assistant General Managers; Cynthia Williams, Board Administrator; Anitra Clark, Executive Assistant to the General Manager; Colandus Mason, Rick Jackson, Marsha Walker, Joi Dulaney, and Katie Baasen, BWWB Employees; K. Mark Parnell, Parnell Thompson Law, LLC; Shirley Epstein, John Kalinowski, Mike Slater, Bill Weller, and Michael Twardowski, HomeServe.

Committee Chairwoman Huffman declared a quorum in attendance.

Committee Chairwoman Huffman called the meeting to order at 8:40 a.m. and BWWB Employee Rick Jackson opened the meeting with prayer.

Following, the General Manager did a roll call of the Committee Members: Tom Henderson, Ronald A. Mims, and Tereshia Huffman.

Following, Director Henderson made a motion to approve the agenda and Director Mims 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 April 21, 2021. Director Mims then made a motion to approve the minutes and Director Henderson seconded the motion. The minutes were approved by unanimous vote.

Following, the Committee moved to the second item on the agenda, Request Committee to hear a presentation from the Public Relations Manager on the current Communications Plan. Rick Jackson, Public Relations Manager, gave an overview of the Public Relations Department; Social Media accounts for BWWB; and Community Engagement Initiatives. He then gave an overview of the new branding guidelines indicating the BWWB logo was in Phase II of its rollout. He then gave an overview of BWWB's current and future Community Engagement Initiatives which includes celebrating BWWB's 70<sup>th</sup> Anniversary. The Committee Members indicated they were pleased with the presentation.

Following, the Committee moved to the third item on the agenda, Request Committee to hear a presentation from HomeServe regarding the ServLine leak adjustment program. Shirley Epstein, HomeServe, gave an overview of the company and its relationship with BWWB. Ms. Epstein gave an explanation of how the ServLine program works and the benefits of the program. She indicated the program would help offset the costs customers face when they are left to pay 50

percent of their bill after receiving a leak adjustment. Ms. Epstein indicated BWWB spent \$1.7 million on water adjustments in 2020. The General Manager stated the program would help reduce the bad debt BWWB incurs from customers who don't pay their portion of the bill. Ms. Epstein then gave an overview of the amount of coverage and associated premiums per customer per month. Committee Chairwoman Huffman questioned whether there were exceptions to the insurance coverage. Mike Twardowski, HomeServe, responded there would be no exceptions. Committee Chairwoman Huffman stated she would like for this item to be reviewed by legal counsel and brought back to the Committee for further review. The General Manager stated staff would bring the item back to the Committee.

Next, Director Henderson made a motion to adjourn the meeting and Director Mims seconded the motion. On a motion duly made and seconded, the meeting was adjourned at 9:43 a.m.

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/s/  
Michael Johnson  
General Manager

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/s/  
Tereshia Huffman  
Communications Committee Chairwoman

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/s/  
Ronald Mims  
Director

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/s/  
Tom Henderson  
Director