

**MINUTES OF COMMUNICATIONS COMMITTEE MEETING
OF THE WATER WORKS BOARD OF THE CITY OF BIRMINGHAM
April 21, 2021**

A Communications Committee meeting of the directors of The Water Works Board of the City of Birmingham was held on Wednesday, April 21, 2021 at 8:30 a.m.

The following Committee members were present: Committee Chairman Tereshia Huffman, Ronald A. Mims, and Tom Henderson. Other Directors present were: George Munchus, and Chris Rice.

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, Terrell Jones, Rick Jackson, Lawanda Bonner, Marsha Walker, Joi Dulaney, and Katie Baasen, BWWB Employees; K. Mark Parnell, Parnell Thompson Law, LLC; Shirley Epstein, John Kalinowski, Mike Slater, Bill Weller, Dantario Dansby, and Michael Twardowski, HomeServe; Martha Bozeman, Andy Mitchell, Tommy Palladino, Jessica Fadlewich, Agency 54.

Committee Chairman Huffman declared a quorum in attendance.

Committee Chairman Huffman called the meeting to order at 8:30 a.m.

Following, Director Mims made a motion to approve the agenda and requested agenda item 4 be discussed after agenda item 1 and 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 Meetings held June 3, 2020; July 9, 2020; and August 19, 2020; necessary to perform essential minimum functions of the governmental body. Director Henderson questioned whether the current Committee members could vote to approve the minutes if they were not previously on the Committee. Board Attorney Mark Parnell responded yes. Director Henderson then made a motion to approve the minutes and Director Mims seconded the motion. The minutes were approved by unanimous vote.

Following, the Committee moved to the fourth item on the agenda, Request Committee to hear a presentation from HomeServe regarding the ServLine leak adjustment program; necessary to perform essential minimum functions of the governmental body. Mike Twardowski, HomeServe, gave an overview of the company and its relationship with BWWB. Dantario Dansby, HomeServe, gave an explanation of how the ServLine program works and the benefits of the program. He indicated the program would help offset the costs customers face when they are left to pay 50 percent of their bill after a leak adjustment. He indicated use of this program would improve customer relations with BWWB. 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. Mark Slater, HomeServe, representative stated BWWB would choose the amount of coverage and associated premium each customer would pay per month with customers having the option to opt out of the program. Director Mims questioned whether a legal opinion had been given on this matter. The General Manager stated the Board's attorney would be consulted. Chairman Huffman questioned whether this program would also cover sewer leaks. Mr. Slater responded it would

include sewer leaks. Director Munchus questioned whether HomeServe had faced any legal challenges with this program and a HomeServe representative responded no. Director Mims left the meeting at 9:14 a.m. and returned at 9:16 a.m. The General Manager stated there will be more discussions regarding the ServLine program before any commitments will be made.

Following, the Committee moved to the second item on the agenda, Request Committee to hear a presentation from the Public Relations Manager on the following; necessary to perform essential minimum functions of the governmental body. Public Relations Manager Rick Jackson 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 has been redesigned. Mr. Jackson indicated there will be one logo used company wide and gave an overview of where the logo will be used. He indicated the logo will be in full use by December 2022. Director Mims indicated the old logo needs to be taken out of service immediately.

Following, the Committee moved to the third item on the agenda, Request Committee to hear a report from Agency 54 regarding the Board's public communications; necessary to perform essential minimum functions of the governmental body. Martha Bozeman, Agency 54, gave an overview of their team and the services they provide BWWB including Strategic Communications; Program Management and Video Production. Ms. Bozeman indicated Agency 54 provides an annual discount of \$127,000 to BWWB. Tommy Pallandino, Agency 54, gave an overview of other services provided to BWWB including Research & Evaluation; Support to Public Relations Department; COVID-19 Communications; and Walmart Bill Pay. Director Mims left the meeting 10:01 a.m.

Following, the Committee moved to the fifth item on the agenda, Request Committee to discuss security enhancement measures proposed for implementation at the Customer Payment Center; necessary to perform essential minimum functions of the governmental body. Assistant General Manager Jeff Thompson stated a metal detector will be used in the Customer Service building soon.

Following, the Committee moved to the sixth item on the agenda, New Business. As there was no New Business to discuss, Chairman Huffman called for a motion to adjourn the meeting.

Director Henderson made a motion to adjourn the meeting and Director Huffman seconded the motion. The meeting was adjourned at 10:09 a.m.

Michael Johnson
General Manager

Tereshia Huffman
Communications Committee Chairman

Ronald A. Mims
Director

Tom Henderson
Director