

## **SUMMARY OF A COMMITTEE MEETING**

HELD Wednesday, April 21, 2021

at 8:30 a.m. – (via video conference/telephone)

[THESE ARE NOT THE OFFICIAL MINUTES]

The Governor's Open Meeting Act ("OMA") Proclamation allows members of governmental bodies to hold said meeting electronically (via telephone etc.) for purposes of establishing a quorum, deliberating and taking action; and via electronic equipment allows members of the public to listen to the meeting.

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. A director questioned whether the current Committee members could vote to approve the minutes if they were not previously on the Committee. A board attorney 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. A representative from HomeServe gave an overview of the company and its relationship with BWWB. A representative from HomeServe gave an explanation of how the ServLine program works and the benefits of the program. They 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. They indicated use of this program would improve customer relations with BWWB. The General Manager stated the program would

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help reduce the bad debt BWWB incurs from customers who don't pay their portion of the bill. A 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. A director questioned whether a legal opinion had been given on this matter. The General Manager stated the Board's attorney would be consulted. A director questioned whether this program would also cover sewer leaks. A HomeServe representative responded it would include sewer leaks. A director 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. The 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 has been redesigned. He 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. A director 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. An Agency 54 representative gave an overview of their team and the services they provide BWWB including Strategic Communications; Program Management and Video Production. The representative indicated Agency 54 provides an annual discount of \$127,000 to BWWB. An Agency 54 representative 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. An Assistant General Manager 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.