

**GARRISON DIVERSION CONSERVANCY DISTRICT****PUBLIC RELATIONS COMMITTEE**

**Garrison Diversion Conservancy District  
Carrington, North Dakota  
January 11, 2024**

A meeting of the Public Relations Committee of the Garrison Diversion Conservancy District was held on January 11, 2024, at the district headquarters in Carrington, North Dakota. The meeting was called to order by Chairman Anderson at 10:45 a.m.

**DIRECTORS PRESENT**

Board Chairman Alan Walter  
Committee Chairman Dave Anderson  
Director Nikki Boote  
Director Margo Knorr  
Director Ward Koeser (by video conference)  
Secretary Kimberly Cook

**OTHERS PRESENT**

A copy of the registration sheet is attached to these minutes as Annex I.

The meeting was recorded to assist with compilation of the minutes.

**READING OF THE MINUTES**

**Motion by Director Koeser to dispense with a reading of the July 19, 2023, minutes and approve them as distributed. Second by Director Knorr. Upon voice vote, motion carried.**

**COMMUNICATION TASK ORDERS**

**2024 Strategic Communications Task Order GF 1.47** - - Kimberly Cook, Secretary, referred to Task Order 1.47, explaining this task order will assist Garrison Diversion to develop a consistent and reliable communications strategy for project sponsors, community leaders, legislators, state leaders, and strategic partners. A copy of the task order's executive summary is attached to these minutes as Annex II.

The task order objectives include the following:

- communications strategy
- 2025 legislative support
- education, advocacy and outreach support
- event planning
- media coverage support
- website maintenance

The task order is for a 12-month period with a cost of \$94,700.

Black & Veatch's Consultant, Advanced Engineering and Environmental Services, will be primarily responsible for the execution of this task order working with Garrison Diversion staff.

**Motion by Director Boote to recommend approval of GF Task Order 1.47, 2024 Strategic Communications Services, in the amount of \$94,700 to the full board. Second by Director Walter. Upon roll call vote, the following directors voted aye: Anderson, Boote, Knorr, Koeser and Walter. Those voting nay: none. Motion carried.**

Heather Syverson, Advanced Engineering and Environmental Services, addressed the committee by video conference reporting the cost of 2023's task order was \$139,312, which is \$44,612 more than the 2024 task order presented today. She added there is currently an estimated \$15,000 remaining of the budgeted amount for 2023, which is a savings to Garrison Diversion.

### **PUBLIC RELATIONS 2024 WORK PLAN AND BUDGET**

Ms. Cook referred to and reviewed the Public Relations 2024 Work Plan and Budget. This includes the public relations' work items for the year. The Public Relations budget for 2024 is \$303,000. Copies of the work plan and budget are attached to these minutes as Annex III.

Ms. Boote asked what is the plan for the wall displays to be developed for the lobby.

Ms. Cook said these will be acrylic designs and will highlight Garrison Diversion's focus areas, along with a timeline of major events in Garrison Diversion's history.

**Motion by Director Boote to approve the 2024 Public Relations Work Plan and Budget. Second by Director Koeser. Upon roll call vote, the following directors voted aye: Anderson, Boote, Knorr, Koeser and Walter. Those voting nay: none. Motion carried.**

### **PUBLIC RELATIONS ACTIVITIES**

**Submitted Articles** - - Ms. Cook referred to and reviewed articles submitted to the *ND Water* magazine on behalf of Garrison Diversion.

**News Releases** - - Ms. Cook also referred to and reviewed various news releases prepared by Garrison Diversion and submitted to local and daily newspapers relating to Garrison Diversion and the Red River Valley Water Supply Project (RRVWSP).

**News Articles** - - Ms. Cook called attention to various news articles, which were published in state and local newspapers, relating to Garrison Diversion and RRVWSP activities.

**RRVWSP Newsletter** - - Ms. Cook called attention to the quarterly RRVWSP newsletters, which have been published since the last committee meeting.

Ms. Cook also reviewed the newsletter analytics, stating the open rate for each of the quarterly newsletters has been above average.

## **Public Relations Products**

### County Benefits Handouts

Ms. Cook referred to the county benefit handouts included with the meeting materials. This past year, there were several counties questioning their tax rates and the benefits they receive, if any, from paying into the Garrison Diversion mill levy. Benefit documents were prepared for Burleigh, Pierce and Sheridan Counties and delivered to each of the county commission meetings.

Ms. Cook wanted the Public Relations Committee to be aware that Garrison Diversion does a thorough compilation of the benefits when these requests are received. In each of the above requests, the counties were very surprised at the benefits they were actually receiving.

Director Boote said there are some new commissioners in Griggs County, and this could be helpful for them.

Ms. Cook stated these benefit documents can be prepared for any of the other member counties if directors would like.

### Redesigned Websites

Ms. Cook reported the new websites for Garrison Diversion, RRVWSP and Lake Agassiz Water Authority (LAWA) have been launched. She shared each of the new sites, which have a whole new look, with the committee.

### YouTube Sites

Ms. Cook said YouTube sites have been created for the RRVWSP and Garrison Diversion, which can also be accessed through each of the websites.

**Meetings and Conferences** - - Ms. Cook stated the next event Garrison Diversion will attend with the display booths is the Red River Basin Commission Conference in West Fargo and the Rural Water Expo to be held in Fargo.

## **OTHER**

Chairman Anderson and Ms. Cook reviewed other events that have been held or are coming up including career fairs, media interviews, dedications and groundbreakings.

There being no further business to come before the committee, the meeting was adjourned at 11:35 a.m.

**(SEAL)**

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Dave Anderson, Chairman

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Kimberly Cook, Secretary



## Task Order GF 1.47 – 2024 Strategic Communications Services

Task Order Effective Date: January 1, 2024

### TASK ORDER EXECUTIVE SUMMARY

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#### REQUEST

Consideration and approval of a consultant task order in the amount of \$94,700 to provide communications services to Garrison Diversion. The result of this Task Order will facilitate consultant working as an extension of staff to plan, coordinate, and execute communication services that will educate and engage stakeholders, end users, affected landowners, and the public on key areas of the Project. Consultant services will begin in January 2024 and finish by January 2025.

#### TASK ORDER OBJECTIVES

With the RRVWSP currently under construction, this task order will assist Garrison Diversion in the development of a consistent and reliable communications strategy for project sponsors, community leaders, legislators, state leaders, and strategic partners.

A prime objective will be to provide support during the interim legislative session. This will include working with staff to provide project status updates, responses to legislator information requests, preparation prior to 2025 testimony, and legislator outreach.

In addition, the communications services will include assisting staff with outreach, education, and advocacy to provide up to date and accurate information about the Project. These services include the planning and support for the quarterly RRVWSP newsletter, social media, communications strategy, graphic design, and videography.

Lastly, project media coverage will be tracked and reported along with quarterly newsletter and social media analytics. Website maintenance services will be provided on an on-call basis.

#### TASK ORDER SUMMARY

The services to be provided by the consultant team (Black & Veatch and AE2S) are fully described in the attached Task Order.

**Basic Services:** The fee of \$94,700 includes both labor and direct expenses for consulting services to provide the identified communications assistance.

**Special Services:** There are no unique or specialized services required under this task order.

## **2024 WORK PLAN**

### **Garrison Diversion Conservancy District**

#### **Public Relations**

1. Develop, publish and distribute 2023 Annual Report
2. Develop and distribute RRVWSP Quarterly Newsletter
3. Develop ND Water magazine stories (8 issues)
4. Staff Garrison Diversion and LAWA display booths at appropriate conferences and events
5. Prepare and distribute news releases regarding Garrison Diversion, RRVWSP and LAWA efforts
6. Develop and update public information pieces as needed
7. Maintain social media sites for GDCD and RRVWSP
8. Implement 2024 Communications Work Plan
9. Finalize and install wall displays at headquarters building

Garrison Diversion Conservancy District  
Public Relations Budget

	2023	2024
<u>Public Education</u>		
GDCD Tours	10,000	10,000
ND Water Users	20,000	20,000
ND Water Coalition	14,000	14,000
ND Water Magazine	18,000	18,000
Missouri River Joint Board	15,000	21,000
Upper Sheyenne	50,000	50,000
Conferences/Sponsorships	20,000	20,000
Miscellaneous	10,000	10,000
<b>Total Public Education</b>	<b>157,000</b>	<b>163,000</b>
<u>Professional Services</u>		
Communications	\$140,000	140,000
<b>Total</b>	<b>297,000</b>	<b>303,000</b>