

GARRISON DIVERSION CONSERVANCY DISTRICT

PUBLIC RELATIONS COMMITTEE

**Garrison Diversion Conservancy District
Carrington, North Dakota
July 18, 2024**

A meeting of the Public Relations Committee of the Garrison Diversion Conservancy District was held on July 18, 2024, at the district headquarters in Carrington, North Dakota. The meeting was called to order by Chairman Dave Anderson at 8:45 a.m.

DIRECTORS PRESENT

Committee Chairman Dave Anderson
Director Nikki Boote
Director Ward Koeser (by video conference)
Secretary Kimberly Cook

DIRECTORS ABSENT

Board Chairman Alan Walter
Director Margo Knorr

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

OTHERS PRESENT

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

READING OF THE MINUTES

Motion by Director Boote to dispense with a reading of the January 11, 2024, minutes and approve them as distributed. Second by Director Koeser. Upon voice vote, motion carried.

PUBLIC RELATIONS ACTIVITIES

Submitted Articles - - Kimberly Cook, Communications Director, Garrison Diversion, referred to and reviewed articles submitted to the *ND Water* magazine on behalf of Garrison Diversion. Previously, ten issues of the magazine were published each year, which has been reduced to eight.

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 - - Heather Syverson, Advanced Engineering & Environmental Services, reviewed the first quarter RRVWSP newsletter analytics from March 11, 2024, stating it received the best open rate its ever had. Seventy-one percent of those who received the newsletter opened it. It also had some of the highest click rates on each of the articles within the newsletter.

Ms. Syverson added the average open rate for industry standard newsletters is 37 percent and the click rate is two percent. The open and click rates for RRVWSP is almost double that for the first quarter issue.

Ms. Syverson reported the second quarter RRVWSP newsletter had an open rate of 46.4 percent; however, the average open rates on newsletters range from 45 to 60 percent.

Ms. Syverson also explained different ways people can subscribe to the quarterly newsletter.

Discussion was held regarding how to better inform and educate counties about the RRVWSP that may be interested in receiving water from the project.

Public Relations Products

County Benefits Handouts

Ms. Cook referred to the county benefit handouts included with the meeting materials, which have been prepared at the request of the county director regarding his/her member county. The handout shares information pertaining to the particular county, including when the county joined the Garrison Diversion Conservancy District, programs offered by Garrison Diversion, and any benefits the county may have received.

Ms. Cook said if directors would like a handout prepared with their county's information/benefits, contact her.

Meetings and Conferences - - Chairman Anderson reviewed a list of upcoming conferences and public relation events.

OTHER

Water Topics Overview Committee

Ms. Cook reported the next Water Topics Overview Committee will be held in September, and the group will be touring the RRVWSP pipeline construction sites.

Career Fairs

Ms. Cook informed the committee Garrison Diversion is in search of an additional engineer and has registered to attend the career fairs relating to science, technology, engineering and

mathematics (STEM) at UND, NDSU and the University of Mary this fall in hopes of recruiting engineering prospects.

There being no further business to come before the committee, the meeting was adjourned at 9:30 a.m.

(SEAL)

Dave Anderson, Chairman

Kimberly Cook, Secretary

REGISTRATION

PUBLIC RELATIONS COMMITTEE MEETING
Garrison Diversion Conservancy District
Carrington, North Dakota
July 18, 2024

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