

**MINUTES - WWA BOARD OF TRUSTEE MEETING  
Friday, February 12, 2010**

**1. Opening of Meeting**

**i. Roll Call/Welcome**

*Present: Richard Hope (Past Chair), Nancy Quirk (Chair), Kevin Richardson (Vice Chair), Dave Lewis (Senior Trustee), Ann-Perry Witmer (Trustee at Large), Joe Finn (Trustee at Large), Katie Karow (Trustee at Large), Frank Miller (Trustee at Large), and Kelly Zylstra (Secretary/Treasurer).*

*Excused: Jim Chaffee (International Director)*

*Guest: Jill Duchniak (Member Services Coordinator), Annette Stenzel (Audit Chair), Mari Anne Martin (Membership Co-chair), Laura Daniels (Distribution Committee Chair), Ross Brzycki (IT & Security), Mike Clark.*

**ii. Approve Agenda**

**Kevin Richardson, with Dave Lewis seconding, made a motion to approve the agenda. A vote was held, all were in favor, motion carried.**

**iii. Approve Minutes of January 8<sup>th</sup>, 2010 Meeting**

**Joe Finn, with Nancy Quirk seconding, made a motion to approve the January 8<sup>th</sup> meeting minutes. A vote was held, nine in favor, one abstention, motion carried.**

**2. Financial Reports**

**i. WWA Finance Report**

*Kelly Zylstra reported the finances are in good shape. The checking accounts have balances of \$59,281 and \$3,356 respectively. The money market has a balance of \$60,144. All bills have been paid. There was a minor mailing glitch with the credit card bill resulting in a service charge. The WWWC committee finances are in good shape and wire transfers are going well.*

**ii. WWA 2009 Audit**

*Annette Stenzel reported the audit has been completed. She handed out copies to the Board for their records. Annette noted that the CD is maturing in July of this year so we will want to watch interest rates.*

**Frank Miller, with Dave Lewis seconding, made a motion to approve the 2009 audit. A vote was held, all were in favor, motion carried.**

**3. Membership Report**

**i. Activities, numbers, comments & concerns**

*Mari Anne Martin reported that her Co-Chair, Susan Fenhaus, and the*

*committee have been very busy.*

ii. Membership Summit Recap

*Mari Anne Martin reported that Susan Fenhaus went to the Membership Summit in Las Vegas. She said the Summit was a wonderful place to go to be invigorated about membership. The first day was about media and the new ways of communicating, and both her and Sue feel that WWA is up to speed on the new ways of communicating. She reported that 50% of the operators in the United States can retire in 5 years, so Membership will need to focus on the Young Professionals and what they are doing to counteract the aging workforce. Susan is very excited about the Presidential Challenge; which needs to be submitted to National by the end of March - the goal for Wisconsin would be to add nine new members. The Board will be asked to identify several municipalities that are not members that WWA would like to be members so we can target those locations. Susan or Mari Anne will be contacting the Board as the challenge runs for all of 2010. We need to do something for the membership booth for WRWA. The committee will also be contacting the committees to get information to have in the booth. They will also be contacting members who may also be attending WRWA to help staff the booth. Membership will be purchasing "fun tags" to attach to name tags at WRWA, the cost falls within their budget.*

iii. Membership Promotion for ACE 2010 Bus Trip to Chicago

*Mari Anne Martin reported that membership has been talking to the Illinois section because it take a lot of volunteers to put on the conference. Illinois would love WWA members to volunteer to help. Information on volunteering can be found on the Illinois Section website - if you volunteer for ½ the day National will get a ½ free to go to the other sessions, if you volunteer for 1 day National will give you 1 day free. Jill will talk to Illinois Section to get a copy of their email blast to send to our members. On Monday, June 21<sup>st</sup>, MAC committee is putting together a bus which would start in Appleton and wind its way to Chicago with several stops on the way, spend the day, go to Wisconsin Night and return that evening. Membership would like to get free rides for new members on this bus; their goal is to have five to ten new members.*

**Ann-Perry Witmer with Katie Karow seconding, made a motion to allocate up to \$1,000 for the membership drive associated with the bus ride, with potentially ½ of the money to make the new member's trip free and potentially ½ to make the existing members who recruit the new member half price with the money being used on a on first come first serve basis. A vote was held, all were in favor, motion carried.**

4. 2010 Annual Conference

i. Request for Abstracts

*Kevin reported he has 59 abstracts and poster ideas. The abstract, minutes and*

*committee assignments have been send out.*

ii. Kick off meeting on February 9<sup>th</sup>

*Kevin reported the meeting went well. The Water Taste Test and Meter Madness is in the Hall. Comedy Sportz is lined up for the MAC night. There will be a stage in the Hall in order to build a critical mass in the Hall so that it is an event. Kevin is looking for a fun theme for this conference, or a parallel theme to ACE in Chicago - a discussion was held.*

iii. Exhibit Packages

*Kevin reported the packages are out and we have two vendors already signed up. For space reasons, there would be 75 booths in the Hall and 15 out in the hallway. Kelly will send out the request for exhibit hall setup proposal next week and will request sample layouts that have worked in Monona Terrace as part of the RFP.*

5. Action Items from January Conference Call

i. AWWA Book Purchase

*Jill reported we have received what we ordered last year. Nancy would like to get some educational and conservation materials as part of the \$600 that we get annually from National.*

ii. Legislative/Regulatory (letters for Utilities)

*Dave reported a list of members and their emails was merged with a list of their legislators. The Legislative Committee split up the list and contacted with utilities asking them to use their letterhead and get the letter to their legislator. A brochure of what WWA is, what our committees do, and our mission would be nice to have to take to the meetings with the legislator.*

6. Old Business

i. Midwest Expo

*Jill reported the Expo went well considering the snow. Numbers were down this year; 290 preregistered, 50 walk-ins (typically 75 in past years), and 57 no shows. Booths were up with 95 booths (91 vendors). The raffle and scavenger hunt was held again. The raffle brought in almost \$2,000 which will be split between Wisconsin Water for the World (WWA) and Water for People (CSWEA)*

ii. 2010 Seminars

*Jill reported seminars are on track and brochures are going out.*

iii. WWA Task Force-Expo Update

*Joe reported the six person task force has evaluated the expo based on three criteria. The details from a utility and vendor standpoint were evaluated by the Task Force. The task force recommended continuing to do the Expo as there is a*

*clear value to membership and vendors are still interested. The task force offered several recommendations including, meeting with CSWEA and regroup, each side needs to dedicate a committee of four members (three members and one staff person) to form a committee with dual leaders - one from WWA and one from CSWEA, split of vendor talks to increase Expo time, enhance education opportunities (perhaps with a CLEAR event or potential specialized training) without killing the Expo, talk with WWOA to see if we can get their support, get more support from Utilities to remind them this event is "for their operators", keep the Young Professional event on Tuesday, get attendance up for day two (open one hour earlier), move to later in the week with perhaps a Friday night rate, have a theme around this event, and make sure the location works for our members. A discussion was held. A change in event hours focusing on 7am to 3pm standard work hours for operators was discussed. Nancy requested that Joe, as Task Force chair, Ann, as Expo committee Board Liaison, and Jill to meet with CSWEA to discuss Expo.*

## 7. New Business

- i. DNR contracts currently out to bid  
*Nancy sent via email the information from DNR to all Board members prior to the meeting. She and Richard discussed the two training contracts and feel that we are not ready to undertake this opportunity. A discussion was held centering on the politics of the contract issue, the staff time that would be needed, the volunteer structure of our organization, and the purpose of contract versus the strategic (educational, membership and cooperation with other organizations) goals of WWA. The Board decided not to pursue this contact, Nancy will send a letter to DNR, and Ann will work with the DNR liaison committee to see if we can get information on future grant program criteria.*
- ii. Website On-line registrations - feedback  
*Jill asked if we had heard of any issues with on line registration. The general consensus was that it was confusing, appeared to be more of a loop than a linear activity, and lacked directions. Jill will follow up with people at the meeting who had issues, so the process can be more streamlined.*
- iii. Program for Financing programs from Committee  
*Nancy reported that since last year went financially well, she would like to work with the liaisons to get to the Committees to let them know that we are open to ideas that follow our strategic plan goals but may not have been budgeted for 2010. A draft application process was prepared, a subcommittee would be formed to review the applications, and recommendations made to the Board. Kelly and Nancy would work together to determine the amount of money that might be available, but to keep the process creative an amount was not discussed at this time. General ideas that were discussed by the Board included, hand out items with Wisconsin Water Association on it such as a glossy brochure, hats,*

*pens, visors, pencils, other ideas included paid speakers, booth at other events, etc. Membership committee is said to have many ideas at this time. Nancy and Mike Clark will start the process going.*

- iv. **Committee WebEx Meeting February 17<sup>th</sup>**  
*Joe reported that we can go beyond 25 participants, but we just pay extra. Joe and Richard offered to host it is the response seems to be running above the 25 number. The meeting is scheduled for February 17<sup>th</sup> at 10am. Nancy will get an agenda out.*
- v. **Member-to-Member feature for WWA**  
*Joe reported he received an email from Carrie Lewis. She felt that this might be a good thing for WWA to consider – where the question is put out and an email is send out to others who subscribe to it, and a email chain can get started. The question would only go out to those who subscribe on the website to the group. The group could be general or specific depending on how we set it up. Joe reported this is a module that can be added to our website at an additional cost. Frank, as IT& Security committee board liaison, will get the cost of the website module and discuss the idea with the IT & Security committee.*

## 8. Reports

- i. **Chair report**  
*Nancy reported she is working with Mike Rau on a potential end of the year specialty practical applications water quality seminar. A discussion of Regional Officers Meeting was held. Kelly ran the budget numbers and if we carpool eight members can attend. Hotel reservations need to be made by March 16<sup>th</sup>. Those interested should email Nancy.*
- ii. **Past Chair Report**  
*Richard reported the Engineering and Construction committee is being headed up by Jerry Groth, but a meeting date has not been set yet. Kevin has Jerry on the Annual Planning committee and they have discussed potential track issues and items. Richard also reported that the Awards Committee and Past Chair's lunch process is just getting kicked off.*
- iii. **Vice Chair Report**  
*Kevin reported that the annual planning committee process is well underway. A newsletter article will be put together.*
- iv. **National Director Report**  
*Jim provided his report to the Board via email prior to the meeting.*
- v. **Trustee Reports**  
*Dave Lewis reported that Keith Hass from Racine is going to the fly-in. Roz had a Customer Service committee meeting. Dan Winkler, Lake Geneva Water*

*Commission, is the new vice chair of the Customer Service committee. The Customer service seminar is set for June 2<sup>nd</sup>. Young Professional committee is on track for scholarships. She will be attending the YP Summit on March 12<sup>th</sup> in Puerto Rico. Kelly Olson is also working on the awards reception for the annual conference.*

*Joe reported Distribution committee is doing fine. The Education committee needs additional members; they are aiming for six Webinars this year. Joe reported that CLEAR is still struggling as part of the Small Systems committee. Joe will work with the Tom, the Chair of Small Systems, and Jim, the Vice Chair of Small Systems, to see if they can assist Scott, who is in charge of CLEAR.*

*Ann reported DNR liaison met earlier this month. She reported the Expo committee will get more involved now that the Expo Task Force seems to have completed the bulk of their work. She reported that Membership Committee has lots of ideas and is very invigorated at this point; Susan has tried the National member database and while it doesn't do everything that they want it to, it is a good starting place. She reported that the Communications committee has temporarily pushed off their meeting with other committees to discuss their inter-committee relationships and how communications can help other committees. Newsletter sub-committee is flowing along just fine but advertizing is off a little bit. Jill sent a note to past advertisers and will follow up with a phone call. Joe and Nancy suggested that we take the past exhibitor list, remove the current and past advertisers from it and then have some of the Board members made calls.*

*Katie reported the Management Seminar date has been set; Central States is taking the lead. Research committee is looking at water dousing for their session and may be looking for additional funding. Research committee is working with the annual conference committee to push for Friday to be once again a dedicated session. It was pointed out that we have a contract with Monona Terrace for two rooms on Friday and the Annual Planning committee is planning to put a session that is not in direct competition with the research topic such as finance. WWWC had a travel team meeting last night, all Guatemala participants have received their travel packets. All of the travel team members will be sharing their contact information with others. It was suggested that the contact information be shared someplace local too. Nine members are going down, with five of them coming back after the first week, and a Florida contingent coming the second week.*

*Kelly reported the Water Efficiency committee had their last meeting in December and the seminar and the annual conference session is set. The audit "committee" finished their task for this year and will not meet again until January.*

*Frank reported IT & Security committee is rolling right along on all their activities. There only concern is low registrations for their seminar at this point. PSC Liaison committee reported the PSC is looking at several economic issues for utilities. Treatment Ops had a conference call last week and another planned for next year. The leadership of this committee recently turned over with Frank, Dave and Katie going to the Board, but he will work closely with them to keep them on track. Treatment Ops will be holding TopOps at their seminar in an effort to put together a team for National conference. Frank will work with the Treatment Ops to try to increase the number of utilities on the committee.*

*Laura Daniels, as Distribution committee chair, reported that they have a meeting coming up to finalize their plans for the seminar. The committee is struggling for the first time getting the final details in place. Meter madness is set for annual conference. There will be a demonstration at their seminar to get interest going. The committee is working with Kevin to make sure the distribution track doesn't conflict with meter madness time at the annual conference.*

*Ross Brzycki from the IT & Security committee encouraged attendance at the seminar. They are excited about the call back from the National Guard and their first response set-up.*

vi. **Member Services Coordinator Report**

*Jill reported she is looking at the trail for constant contact. She would target the Board and try to find a format that is not too "advertisy" but gets our information out. Jill reported that National told her that it would be years out before we could directly connect up to the National database. She will also be working with Kelly Zylstra to purchase another laptop for the organization so it is available for conferences and seminars.*

9. **Other Items**

**Ann-Perry Witmer, with Richard Hope seconding, made a motion for Frank Miller to purchase something for up to \$200 for the WRWA raffle. A vote was held, all were in favor, motion carried.**

The next Board meeting will be held via WebEx on March 12<sup>th</sup>.  
YP Summit – March 12<sup>th</sup>, Puerto Rico  
AWWA Fly-In, Washington, DC. March 24<sup>th</sup> & 25<sup>th</sup>  
RMSO (Regional Officer's meeting), Minneapolis, April 16<sup>th</sup> & 17<sup>th</sup>

**Richard Hope, with Dave Lewis seconding, made a motion to adjourn at 12:24p.m. A vote was held, all were in favor, motion carried.**