

**MINUTES - WWA BOARD OF TRUSTEE MEETING  
Friday, October 16, 2009**

1. Opening of Meeting

i. Roll Call/Welcome

*Present: Tom Krueger (Past Chair), Richard Hope (Chair), Nancy Quirk (Vice Chair), Kevin Richardson (Senior Trustee), Dave Lewis (Trustee at Large), Amy Vaclavik (Trustee at Large), Ann-Perry Witmer (Trustee at Large), Joe Finn (Trustee at Large), Jim Chaffee (International Director), and Kelly Zylstra (Secretary/Treasurer).*

*Excused:*

*Guest: Jill Duchniak (Member Services Coordinator), Katie Karow (Incoming Trustee at Large), Frank Miller (Incoming Trustee at Large)*

ii. Approve Agenda

**Kevin Richardson, with Dave Lewis seconding, made a motion to approve the amended agenda. All were in favor, motion carried.**

iii. Approve Minutes of September 11, 2009 Conference Call

**Ann Witmer, with Joe Finn seconding, made a motion to approve the September 11<sup>th</sup> meeting minutes. All were in favor, motion carried.**

2. Finance Update

WWA Finance Report

*Kelly emailed the following information to the Board prior to the meeting.*

*“WWWC transaction report:*

*-The board sees this report from time to time and it represents that amount of money in the WWWC segregated account (we have to keep it separate as it was donated for very specific part of the organization). At the end of the year, any monies left in this account are put into a “reserve” account for the committee to use in a later year. At this time the committee has \$3,267.27 (from restricted) + \$3406.42 or \$6,673.69 available for a potential project.*

*Current Budget Vs. Actual High and Low Lights (not revisiting what we already covered last time unless there has been a change) :*

*- Newsletter advertising income (account 4012) is \$4,000 below budget but our expenses (account 7040) are still more than covered by income.*

*- Website advertizing income (account 4013) is \$620 higher than projected which is good news.*

*- Annual meeting income for MAC sponsorship (account 4101) and event sponsorship (account 4103) were both much higher than projected. Exhibitor registration when combined with the extra booth registration (since in essence they go together) were higher than projected - also good news given the current state of the economy. The individual registration (account 4102) was \$3,520 below budget but came up significantly in the last few days before the conference. Room rebates (account 4110) income (the \$10 we*

*add to each room cost) came in way over projected. Not all of the annual meeting expenses are in yet as we haven't received our credit card bills which has some items including the Past Chairs Lunch, the Board dinner, misc admin items, and MAC prizes. The awards reception, AV Equipment, exhibit hall, lunches, and likely MAC night when the prize bill comes in were all slightly over budget. I was able to negotiate with the Kalahari so they would give us the 50% off the exhibit hall cost even though we didn't quite reach the number of room nights needed for them to actually be required to honor that part of the contract. At our current income level of \$113,658 for the annual conference, we exceeded projected income by \$2,903. Our current expenses are listed at \$61,718.59 and even with the additional items that will trickle in for the next week weeks, we will still be under our budgeted costs of \$73,000.*

*- Interest income (account 4210) is below budgeted amounts and may not make budget due to low interest rates on our money market.*

*- YP's raised \$1,722.25 from the annual conference for future scholarships; this money will be restricted for scholarship use only.*

*- Section allotment income (account 4230) will be above budget – likely by about \$4,000 based on current trend.*

*- Website technical support/upgrades (account 5018) is over budget by \$1,123.75 but we have paid the last Platinum Design invoice for the work they were under contract for, and we have paid the last ArtGals invoice for the work done in September just prior to the switchover.*

*- Account 8601 (split from Reg Affairs with WRWA), WRWA took the registrations this year (income) and paid the expenses this year, so we are STILL working out the split with them, hope to have this ironed out by our next meeting.*

*- Account (4510) income and account (7215) expenses for the Groundwater seminar; numbers should be in around our November conference call.*

*- Account (4545) income and account (7250) expenses; during the budget time this was set up for the communications committee to hold a seminar on public relations but the committee opted not to hold one, which has no effect on the bottom line as this seminar was set to basically break even and so the bottom line is not really affected by it not happening.*

#### *Balance Sheet Highlights*

*Checking account and money market balances are in good shape, no change on the CD."*

#### *Summary*

*At this point, with projections for expenses for the remainder of the year, the bottom line would be around +\$8,500 – versus the negative budget that was passed for 2009. Careful spending and better than projected income at the seminars and the annual conference allowed the budget to slide positive – therefore in my opinion as Treasurer, the Board could consider using some of the contingency fund this year. Another option, since next year will be more pricy than this year from an annual conference standpoint and utility budgets are tightening so income will once again be down, is to hold tight on any surplus from this year and put it toward possible sponsorship of buses for day trips to ACE 2010 in Chicago, changes in our Webinar agreement, or an additional laptop for use by Jill at conferences rather than relying on Waukesha Water Utility to supply a second one for the registration desk. We can discuss more of these items during our meeting on the 16th.*

### 3. Membership Report

*Ann reported the committee is back on track and is energized with new members. They have numerous ideas from their last meeting and will be coming to the Board with several initiatives in the future.*

#### 4. 2009 Annual Conference

*The Board discussed the conference. Nancy is putting the evaluation sheets together. The final expenses are coming in the next month, but numbers look very good. The technical program was praised. Several vendors appreciated the Board members coming around to the booths to get their opinions and Kevin was encouraged to do something similar for next year. Nancy made a conscious effort to contact the Universities for attendance, and she encouraged that be done again next year. The discussion suggested that the Communication Committee contact other organizations, such as League of Municipalities, to encourage them to attend. Any suggestions should be shared with Kevin for next year. Nancy commented that the emails highlighting information at the conference was well received and a good thing to continue and several Board members agreed. Jim suggested that the email broadcast be sent to a larger audience.*

#### 5. 2010 Budget

*Kelly reviewed the proposed budget for 2010. A discussion was held on the merits of a membership directory being handed out at the annual conference, mailed to membership or placed entirely on a searchable CD. The discussion continued on as to whether or not to do the directory in 2010, moving it to early 2011. The format of the membership directory should be looked at by the Membership Committee. The advertising for the directory, if pushed to early 2011, could be included on the annual conference registration. The seminar rates and conference rates will remain the same for 2010.*

**Ann Witmer, with Kevin Richardson seconding, made a motion to approve the budget as discussed at this meeting.** A discussion was held. A request was made to have the budget on the agenda for next month in the event of an amendment. **A vote was held, one no and nine yes, motion carried.**

#### 6. Action Items from September Conference Call

##### i. Annual Conference Locations

##### 1. Continue with multiple locations

*Richard led a discussion to close the issue of whether the conference should continue to be held at multiple locations throughout the state or held only at one location. Illinois and Minnesota hold their annual conference at one location and their attendance has increased since they adopted this policy. Minnesota holds their conference in Duluth and Illinois hold theirs in Springfield, proving the area doesn't need to be a major metropolitan area. Kevin suggested a rotation among two or three locations. Frank commented that the Illinois members that he is in contact with do like having the conference in one location. Frank commented on the pitfalls of moving around due to the cost differences at various locations. Joe mentioned the efficiencies of having the location be limited. Joe reminded the Board that the membership, when polled, liked that it moved around the State (63%). Ann commented on how continuing to move the conference*

*around may add to the number of smaller utilities that are able to attend, which aligns with the push for small system involvement. She also added the comment that Wisconsin may not be fully match the Illinois and Minnesota model due to geography and population centers. Jill commented on how we “reinvent” the wheel every year since the person who organized the conference continues to rotate. She added how members get to know where things are when one location is used. Nancy commented on how we had lots of registrations at the Kalahari yet attendance at the technical sessions was lower than the registration, so are there too many distractions at that location. The conference centers that we fit at include Stevens Point, Appleton, Green Bay, Madison, La Crosse, Wisconsin Dells, Milwaukee and possibly Oconomowoc. Several Board members commented that from a person member standpoint they like to move around but from a business standpoint it may be beneficial to stay in one location.*

**Ann Witmer, with Kevin Richardson seconding, made a motion to continue to move the conference around indefinitely. An additional discussion was held. The core of people that come is thought to continue to come and whether the core might be burnt out coming to one location. The question as to how big of a pool of members that could come would come. A roll call vote was held; Tom: Yes, Richard: No, Nancy: No, Jim: No, Dave: Yes, Kevin: Yes, Joe: No, Amy: Yes, Ann: Yes, Kelly: Yes. Vote was 6 yes to 4 no, motion carried.**

**2. Locations for 2014 and 2015**

*Kelly reminded the Board that we are in the Dells in 2013, so suggested we go to another part of the State. Nancy pointed out the recent membership survey gave the order of preference among the members was (highest to lowest) Wisconsin Dells, Madison, Stevens Point, Green Bay, Appleton, Milwaukee, then La Crosse.*

**Kevin Richardson, with Tom Krueger seconding, made a motion to negotiate a contract for 2014 in La Crosse if we have the conference in the early teens of September without conflict form other sections, if this week is not available then we would go to Stevens Point. A discussion was held. A vote was held, all in favor, motion carried.**

**Nancy Quirk, with Dave Lewis seconding, made a motion to negotiate a contract for 2015 at the Kalahari. A discussion was held. A vote was held, all were in favor, motion carried.**

**Joe Finn, with Amy Vaclavik seconding, made a motion to negotiate a contract for 2017 at the Kalahari. A discussion was held. A vote was held, all were in favor, motion carried.**

ii. Operations Manual Update

1. WWWC

*Kevin reported that he has not added the Word document of the Operations Manual but Kevin will send the Word file to Jill and she will update the Operations Manual file and place it back on the website.*

2. Small Systems

*Kevin passed around files for the Small Systems update to the Operations Manual. Kevin will send the Word files to Jill and she will update the master copy of the Operations Manual file and place it back on the website.*

*Kevin will also make sure the annual conference locations and dates get updated.*

iii. Small Systems Committee

*Tom reported that he will be Chair and Jim Prindle will be the Vice Chair of the committee. Jim has a goal of bringing more members from small system actively into the committee.*

**7. Old Business**

i. Strategic Plan Update

*Ann reported Joe's and her committees have completed their Strategic Plan input. The Strategic Plan Committee will meet on October 30<sup>th</sup>. Board liaisons were reminded to contact their committees to get their input by next week. Ann will resend the email from August to the Trustees for their use. The plan is to finalize the Strategic Plan at our December meeting with a draft being presented at the Leadership meeting on November 5<sup>th</sup>.*

ii. Seminars

1. 2009 Seminars

*Jill provided the Board with the seminar updates via email prior to the meeting. The seminars all did well. All of the monies have been collected. Groundwater conference is struggling to get attendance, but canceling the conference at this point will still cost the Association in excess of \$1,600. Jill was asked to send the brochure to all Board members and committee chairs and vice chairs to ask them to get the word out. Nancy will email John Jansen to ask him to write text to use as an email blast.*

2. 2010 Seminars

*Jill reported that seminars will be held in 2010. IT and Distribution Committees are set and she is waiting on other committees to set dates for 2010. She will follow up with an email next week.*

iii. Legislative/Regulatory Involvement

*Dave supplied a letter to the Board via email prior to the meeting. The goal is to have the letter out prior to the Leadership meeting.*

iv. **Cross Connection Control Update/ Code Update**

*Amy reported the Department of Commerce held a plumbing advisory meeting yesterday. She will continue to monitor the progress of the cross connection control updates. Amy reported that Lawrie Kobza suggested that when the cross connection control update requirements are adopted, that the industry leaders develop a template for the communities to use. The public comment period is open until mid November and the public hearings are going on right now. Amy will draft a letter from the WWA Board that will be sent, and then email blasted to our members. WRWA and MEG are also preparing letters that have similar messages.*

v. **Leadership Meeting**

*Nancy reported that she has been in contact with the Monona Terrace coordinator. A tour of the facility is scheduled, lunch is planned, Nancy Sullivan is booked to be there, Nancy is working on getting an outside speaker, John Anderson will give an update on the website, and Kelly will discuss the budget and the reimbursement process. Nancy plans to have the agenda out shortly. Jill will send out an email for RSVPs. Amy asked that Nancy stress the importance of having committee chairs attend Board meetings, that the dates and locations of the meeting be set for the Leadership meetings so they can decide which is closest to attend, and perhaps that the Liaison reports be shared with all the committee chairs. Tom suggested that a personal call to the committee chair making an invitation might be beneficial.*

vi. **Webinars / Website / FaceBook**

*Joe reported that Jill will add the events to the website. Right now Joe, Jill and John Anderson know how to do the updates. The website subcommittee may be asked to do updates in the future. For now, everything needs to be funneled through Jill. There are four levels of access right now and we may give committee chairs access to add their meetings and conference calls themselves, though for now everything needs to go to Jill. Joe reported the website pushes items to Twitter which pushes it to FaceBook. Right now we have 35 fans of our Facebook page. A webinar is planned for next Monday. Richard would like the search engine outside of a pull down menu. Some problems using the pull down menus beyond the bottom of the screen were reported.*

**8. New Business**

i. **Youth Education**

*Richard reported there was an email discussion as to whether or not Youth Education should be a subcommittee or Education or a stand alone committee and then as to what its direction is. Katie reported that right now it operates*

*essentially as a stand alone committee, so structure doesn't really matter. Their mission is to promote water industry work and WWA to youth in the State at an early enough age that they can consider it as a career path. Katie reported that several members of the committee have accepted new responsibilities in the organization, but other members are setting up to fill the roles.*

**Nancy Quirk with Dave Lewis made a motion to make the youth education committee its own committee rather than a subcommittee of education. A discussion was held. A vote was held, all in favor, motion carried.**

*Changes in the operations manual will be needed.*

ii. AWWA WebCasts

*Richard reported that National provided information on AWWA WebCasts. AWWA would like sections to help coordinate webcasts and then share in the revenue that is received. The expectations were a bit unclear in the letter. Richard recommended that we wait for other Sections (with additional staff) to take the lead and make a decision at that point. A discussion was held as to whether or not the Education Committee should do additional research and make a recommendation to the Board. Richard will send the information to Joe, liaison to the Education committee for their consideration.*

iii. Midwest Expo

*Joe reported that the committee activity has slowed due to other commitments by lead members. We will lose a lot of money if we cancel at this point. CSWEA is promoting the event and they want to hold the event. Joe mentioned to the Board that perhaps MAC committee could take the lead from WWA's side this year, but does have some concern about overtaxing that committee if this is a long term commitment. We are four months from the date of the Expo, but Jill and Kristy can not go everything themselves. Dave volunteered to take the lead for this year, Nancy will pass the names of the vendors who were interested in helping for the annual conference to Dave so he can tap into that resource. The next major step is vendor packets; Jill will look up when they normally go out. Vendor talks needs to be lined up. Dave will be in contact with Dan Lynch and Dan Duchniak to see what needs to be done and what the deadlines are.*

iv. WWWC Project Request

*Kevin reported that Wisconsin Water for the World has a project request for the Board. John Anderson prepared a letter summarizing the project, project funding, project partnerships, a very rough budget, project review structure, and the sustainable nature of the project. Katie summarized the letter for the Board and stressed the better communication that the committee wants to have going forward. The committee is requesting Board approval to move forward on this project. A conference call regarding a health and hygiene component of the*



**WISCONSIN WATER** for the **WORLD Committee**

October 15, 2009

Dear Kevin,

We as a committee would like to update the board on a new water project for 2010 and ask for their approval to proceed. In addition, listed below is other information that you may know of already, but we feel the board should know about these as well.

1. Funds Raised for a potential water project
  - At this time the committee has \$3,267.27 (from restricted) + \$3406.42 or \$6,673.69 available for a potential project.
2. Request these funds be approved to fund the 2010 project.
3. The proposed water project for 2010 is located in El Adelanto, Guatemala  
This project consists of the following:
  - Located in Sector One (1) of the village of El Adelanto.
  - Multiple spring sites to a single collection tank
  - One (1) 10,000 liter (2400gallon) ferrocement spring collection tank
  - Three (3) main distribution piping runs totally 6000 feet.
  - Estimated to serve initially 55 homes, with ability to expand to 100 homes.
  - The initial 55 homes consist of 305 people.
4. Once this project is approved by the board, three (3) professional engineers that are WWA members have agreed to review and recommend to Agua Para La Salud their findings. Agua Para La Salud awaits our review and will implement any and all of these recommendations.
5. This 2010 project will be a funding partnership with four (4) major groups to include: Florida Water Environmental Association, Florida American Water Works Association, Florida Rotary of South Jacksonville, and the Wisconsin Water Association.
  - \$5,000 Florida Water Environment Association
  - \$5,000 Florida American Water Works Association
  - \$5,000 Florida Rotary – (South Jacksonville Club)
  - \$5,000 Wisconsin Water Association

Project planned not to exceed \$20,000.

6. Agua Para La Salud under the direction of Lynn Roberts will be our in-country contact, supplier of most building materials, and main contractor for this project.
7. Request this proposed water project be approved by the board.

Thank you again for all of your help Kevin. The committee looks forward to continuing working with you and board so that we can implement another successful water project for 2010.

Respectfully submitted: John Andersen  
Wisconsin Water for the World committee

*project will be held next week as they have found someone who is fluent in Spanish. The committee intends to have people go down with the project, but specifics are being discussed among the committee. The committee also plans to continue the adventure kids learning component they have had on past projects. The project is in an area where we have been before, the committee has an NGO commitment, the budget, and the funding determined.*

**Kelly Zylstra, with Joe Finn seconding, made a motion to approve the project contingent upon receipt of the design report. A discussion was held. A vote was held, all were in favor, motion carried.**

## 9. Reports

### i. Chair Report

*Richard distributed his Chair report. He mentioned that Marquette is doing a one day Water Law seminar in February. He passed around a draft agenda. Richard said they are looking for speaker so this may be a way for WWA to be involved.*

### ii. Past Chair Report

*Tom provided a report to the Board via email prior to the meeting.*

### iii. Vice Chair Report

*Nancy provided a report to the Board via mail prior to the meeting. The leadership of the MAC committee will be transitioning. Assistance may be needed on the TopOps committee to gain the utility managers support to allow their operators to be involved; Dave suggested that Treatment Ops committee take the lead.*

### iv. National Director Report

*Jim provided the Board with a written report. If we have a position on President Elect candidates, we should express them to Jim. Bios of the candidates are on the AWWA website, Board members were asked to review the bios and bring our opinion to the November Board meeting.*

### v. Trustee Reports

*Joe provided a report to the Board via email prior to the meeting. The IT & Security Committee met yesterday and lined up their seminar since the written report was prepared.*

*Dave provided a report to the Board via email prior to the meeting. Treatment Ops leadership will be changing this year. Management Committee has a new vice chair. Several members will be attending the Milwaukee 7 event at Marquette Law School.*

*Amy provided a report to the Board via email prior to the meeting. WisWARN has not been real active lately, but is very close to completing the next step - encouragement and assistance may be needed.*

*Ann provided a report to the Board via email prior to the meeting. Water Efficiency is having a meeting at the end of the year to work on their seminar. Public relations subcommittee will become more active at the end of the year. The status of the website subcommittee needs to be ironed out now that the redesign is completed. The Newsletter subcommittee will be bringing a proposal to the Board next year.*

*Kevin provided a report to the Board via email prior to the meeting. John Anderson has agreed to become the committee chair for Wisconsin Water for the World. Kevin encouraged people to attend the Research Workshop in future years.*

vi. Member Services Coordinator Report

*Jill provided a report to the Board via email prior to the meeting. Nancy Sullivan questioned if having a bus from Milwaukee to ACE in Chicago, though who pays is in question. The Board felt it was important to have busses from Green Bay through Milwaukee to Chicago and Madison through Janesville to Chicago. Jill find out from Nancy Sullivan who would be paying and will offer the Boards suggested routes. Nancy Quirk will ask MAC Committee if they are looking to do their own buses.*

**Ann Witmer, with Tom Krueger seconding, made a motion to adjourn at 1:51p.m. All were in favor, motion carried.**