

MINUTES - WWA BOARD OF TRUSTEE MEETING
Wednesday, June 16, 2010

1. Opening of Meeting

i. Roll Call/Welcome

Present: Jim Chaffee (International Director), 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), and Kelly Zylstra (Secretary/Treasurer).

Excused: Frank Miller (Trustee at Large), Richard Hope (Past Chair)

Guest: Jill Duchniak (Member Services Coordinator), John Anderson (Wisconsin Water for the World Committee).

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 May 14th, 2010 Meeting

Kevin Richardson, with Joe Finn seconding, made a motion to approve the May 14th meeting minutes. A vote was held, all were favor, motion carried.

2. Financial Reports

i. WWA Finance Report

Kelly Zylstra provided a summary of the balance sheet and budget vs. actual sheets.

3. Membership Report

i. Activities, numbers, comments & concerns

Ann reported that Membership Committee is working on the thank you gift to all the members at the end of this month. The committee continues to work on the AWWA database and contacting dropped members. They are also continuing to work on the AWWA membership challenge. The committee also is contacting new members based on the database work and the monthly reports that Susan is getting from AWWA. Ann will bring the membership directory issue to the committee. A brief discussion of using an electronic version or paper version was held. In 2008, printing of the directory cost \$6,128 though the majority was sponsored through ads. The 2010 budget has the membership directory being a net zero line item at \$6,500.

4. 2010 Annual Conference

i. Update on Activities

Kevin reported a printers proof should arrive soon. A meeting at Monona

Terrace on July 1st is being planned to discuss the event with the on-site staff. Currently, 51 booths registrations have been received. The technical session has been sent to the speakers and all have confirmed that they can speak at the assigned times. Kelly needs to order AWWA awards by July 15th in order to receive them on time. Jill has been in contact with Richard, as chair of the Awards Committee. A discussion of sending invitations to the appropriate people in the Legislature to encourage them to come to our conference; but Kevin wants to make sure that they get to the correct people. Katie suggested that the invitation outline the key sessions that would be of the most importance to the legislators. Jim would like to send a special note to select Mayors and key personnel at water utilities to encourage them to send their staff to the conference. Kevin would like to see WWA work with League on Municipalities to encourage attendance at the WWA conference.

- ii. **Advertiser/Marketing/Additional Emails**
Jill reported emails and packet will be going out. Phone calls are being made.

5. Old Business

- i. **2010 Seminars Update**
Jill reported Customer Service seminar is today with 35 people attending, including speakers; this is down from last year when we had around 60 attendees. Jill and Joe attributed the low attendance to the week that was selected. Management is August 5th. Jill is working with Mike Rau on a specialty seminar (water quality) on November 9th.
- ii. **Midwest Expo Taskforce**
Ann reported the taskforce is meeting June 24th. The existing MOU has been distributed to the taskforce members. The 2012 Kalahari contract for Expo has been negotiated.
- iii. **Committee Web Page Updates**
Ann reported that the webpage and strategic plan portions of the form that is being used for committee updates should be partially filled in by the Board liaison to bring more attention to those items.
- iv. **Wisconsin Water for the World 2010 Project Finances**
John provided the Board with a detailed summary of the Adventure Kids Learning program that WWWC has been doing for the last three years. The vendor that we have been using is SatWest out of Albuquerque New Mexico. In 2008, \$1,377 was spent. In 2009, there were equipment problems and the rental equipment was paid for to SatWest, but there were no air charges. In 2010, the rep offered a comp on the equipment due to the 2009 failure and WWWC would just pay for airtime as Package B. However, there was a change in personnel at SatWest between contract signatures and billing. The airtime satellite usage

charge was over \$11,000 for 2010. We have since discovered that the person at SatWest that we were working with was doing non policy items and SatWest will not honor what she was offering. Nancy, Kelly and John had a discussion with the President at SatWest and he offered us a reduced rate on the per megabyte cost, but was not willing to negotiate to the level of what Package B would have been. The reduced total bill for 2010 was \$8,520. The WWWC committee wanted to dispute the charges, but the Kenosha city attorney advised the committee that they would spend more fighting the charges than simply paying the bills. Kelly and John have discussed what needs to go into future contracts to protect WWA from this occurring again in the future.

Kelly proposed that WWWC remain responsible for paying \$1,245 and WWA fund the remaining \$7,275.43 from other funds. She suggested using the \$2,000 from account 7410 and the remaining from reserve funds. Joe expressed concern that account 7410 won't be available for the end of the year then. Katie stated that Youth Ed Committee has discussed donating \$1,000 of their budget to help with Adventure Kids Learning, similar to their donation of \$500 last year.

Ann-Perry Witmer, with Kevin Richardson seconding, made a motion that WWA pay \$5,276 from reserves and \$2,000 from account 7410 with \$1,245 being paid by WWWC to cover the SatWest bills. A discussion was held. A concern was that this needs to be a one time issue and the committee be accountable for a portion of the billing. Kevin would like to see WWA pay the bill and not cripple the committee for the 2011 project. A vote was held, all were favor, motion carried.

v. **WPT Recap and Review**

Ann reported the Wisconsin Public Television (WPT) Auction participation was very successful. Several of the volunteers were ones that had not been involved with WWA before. The volunteer coordinator for WPT was surprised at how fast WWA was able to fill the late Friday night time slot, and they would like to talk to WWA next year. Many of the volunteers were visible (in blue WWA T-shirts) on camera while doing the phone bank.

6. **New Business**

i. **National Science Foundation Fund and Cooperation**

Claus Dunkelberg attended the meeting to explain the Water Council and its various committees to the Board. Claus hopes to reach out to various organizations to discuss the value that can be gained by working together. Jim expressed that the Research Committee may be a good liaison with the Water Council. Claus would like to connect the Education Committee with the education talent from the Water Council. Katie outlined the Youth Education Committees goals and initiatives for Claus. Katie mentioned the summer picnic that the Research Committee has and how it might be a good way to connect with

committee. Claus will work with Nancy, as Chair, to get the committees together on certain issues. July 19th is the annual water seminar for the Water Council; the topic is blue footprint, which brings energy and water footprints together.

- ii. Election of Leon Smith Awardee
The Board discussed potential candidates and a vote was held.
- iii. AWWA 2010 Summer Workshop: July 29-30, 2010 in Denver, CO
Nancy reported the Summer Workshop is scheduled for July 29 – 30th in Denver. Kelly reported the 2010 budget for this item is \$2,600. Dave, Kevin and Ann are interested in attending and with the budget in mind will book their trips.

7. Reports

- i. Member Services Coordinator Report
Jill provided a written report prior to the meeting. Jill asked if anyone would be opposed to having a link on the web pages for committees so that a link can be clicked on to get to a table roster of members. The Board prefers to see the list of members right on the committee web page rather than a link.
- ii. Chair report
Nancy provided a written report prior to the meeting.
- iii. Past Chair Report
Richard provided a written report prior to the meeting.
- iv. Vice Chair Report
Kevin provided a written report prior to the meeting.
- v. National Director Report
Jim provided a written report prior to the meeting. At the meeting, he reported the Awards Committee is on track but still looking for nominations. The Fuller committee is scheduling a meeting in June to finalize their selection; which is currently down to two. ACE registration is ahead of last year but slightly behind their goal for the year. Jim discussed that membership has been declining along with publication and advertising revenues. AWWA has done an excellent job of “right-sizing” the organization, balancing costs with declining revenues. However, AWWA now needs to get innovative – retooling to stabilize or grow membership through maximizing value, and adjusting to a changing business environment in the publication and advertising arena. Jim would like section input on what AWWA can do to improve member value and how can AWWA improve relationships with Sections to improve member relations.
- vi. Trustee Reports
All trustees provided written reports in advance of the meeting.

Dave reported that the Legislative Committee would like to set up a meeting between the WWA Board, the Legislative Committee and the environmental committee from the Legislature. Dave reported he is also working on the operations manual updates.

Joe reported the Education Committee is doing a great job with Webinars with three already down for the year with an average attendance of 20. Joe will be looking at the Webinar contract to explore what going to the next level will cost.

Kelly reported the Water Efficiency committee does need to update their committee web page. The committee is going to have a conference call in late June to discuss a 2010 webinar with speakers from our canceled seminar that was canceled, to discuss promoting the Alliance for Water Efficiency water conservation tracking tool workshop during the September conference and supporting/collaborating with the SE WI water and energy efficiency exhibition if they have a 2nd annual event in May 2011.

Ann reported that Tonya is back active in the Communications Committee. The committee is working on a mailer to media in the State letting them know they are available as a resource. The DNR Liaison committee is meeting tomorrow.

Katie reported Central States is taking the lead on the Management Seminar, though Jill is doing a large part of the work. A discussion was held about including some of Jill's time for expenses for the seminar. Youth Education committee just had a conference call, but the number of active committee members seems to be dwindling. The Research picnic is scheduled for Aug. 18th.

Nancy, on behalf of Frank, brought up the temporary void in the leadership within the Treatment Ops committee with both Barney and Mike moving out of State. Frank and Dave will be talking to potential candidates.

Barb, from Kenosha Water Utility, gave an update on the fluoridation issue and the Wisconsin Oral Health Program and how it could impact the water industry. Barb will work with Nancy to keep WWA up to date on this issue.

8. Other Items

The next Board meeting will be held via WebEx on July 16th at 9am.

Ann-Perry Witmer, with Dave Lewis seconding, made a motion to adjourn at 12:52p.m. A vote was held, all were in favor, motion carried.