

**MINUTES - WWA BOARD OF TRUSTEE MEETING
Friday, August 5, 2011**

1. Opening of Meeting

i. Roll Call/Welcome

Present: Nancy Quirk (Past Chair), Kevin Richardson (Chair), Dave Lewis (Vice Chair), Joe Finn (Senior Trustee), Jim Chaffee (International Director), Katie Karow (Trustee at Large), Mike Forslund (Trustee at Large), and Kelly Zylstra (Secretary/Treasurer).

Excused: Pat Planton (Trustee at Large), Jill Duchniak (Member Services Coordinator), Frank Miller (Trustee at Large),

Guest: Elizabeth Thelen (The Water Council)

ii. Approve Agenda

Jim Chaffee, with Joe Finn seconding, made a motion to approve the agenda. A vote was held, all were in favor, motion carried.

iii. Approve Minutes of June 10th, 2011 meeting

Dave Lewis, with Joe Finn seconding, made a motion to approve the June 10th Board meeting minutes. A vote was held, all were in favor, motion carried.

iv. Approve Minutes of July 8th, 2011 meeting

Nancy Quirk, with Dave Lewis seconding, made a motion to approve the July 8th Board meeting minutes. A vote was held, all were in favor, motion carried.

2. Financial Reports

i. WWA Finance Report

Kelly Zylstra distributed the most recent balance sheet, budget vs. actual sheet, WWWC detail report, and transaction report to the Board via email prior to the meeting. National TopsOps reimbursement can in just under budget at \$4757.82 vs. \$4,950 with all three participants being fully reimbursed. We are waiting for the last of the Summer Workshop expenses to come in, but it is expected that account will also be slightly under budget. This combined with the Membership Summit and YP Summit being well under budget make up for the Regional Officers Meeting being over budget. I met with M&I Investment Advisors to complete the paperwork and provide the \$55,000 for that account to start up. Kevin is working with his banking institute to provide his certification of signature for the Corporate Resolution; this was a requirement not known until last week. Committee budgets look good; Image and PR is considering tapping into the Communication committee budget (due to split midyear) to reimburse speaker mileage for the annual conference, but they will still remain under budget. The new buzzer system for TopOps (\$458) has been purchased and will be reimbursed

from the TopOPs budget. No one has requested reimbursement for the Fresh Start Poster Contest (account 7056); Kelly asked Angel Gebeau about this and she said that no one was eligible this year but requested that this remain as a future budget item.

3. Membership Report

i. Activities, numbers, comments & concerns

Katie provided a membership report prior to the meeting and it is attached to these minutes. She reported there are 31 late members, but these are all due on July 31st and membership is following up on this. The committee is looking for a vice chair, following the resignation of MariAnne Martin. Nationally, we are losing Utility membership; primarily mid-sized. In Wisconsin, we have 92 utility members; some utilities are not utility members but have active individual members. Under the AWWA Presidential Challenge, the membership committee is targeting potential utilities for membership.

ii. 2011 Membership Directory Update

Kevin reported that Jill is working edits with the new person assigned to our account at Great Graphics.

4. 2011 Annual Conference

i. Technical Program Update

Dave reported the attended packets went out, he is working on speaker forms and bios, the awards banquet is all set up and exhibit hall layout is being worked out by MAC. Angel is having problems getting posters for the contest; an email blast was sent out yesterday. Cathy Stepp, DNR Secretary will be the keynote speaker. A brief discussion was held over a community's request to pull a technical program session from the conference due to the topic, not all Board members were in favor, but the session will be pulled from this year's conference agenda. Jon Anderson will have three large screen TVs with updates during the conference. Board dinner is set up and RSVPs are required to Lori. Renita is doing the spouse's program and Dave will follow-up with her. Dave reported that ETS runs the UV systems at the Kalahari and they will be exhibiting and joining AWWA.

ii. Exhibitor Sign-ups

Jill's report stated that to date there are 65 vendors (72 booths) registered for the conference. The MAC committee has been calling those vendors that have exhibited in the past so hopefully that will bring in more registrations. Booths will be assigned on August 16th and the packets will be e-mailed to the vendors. The individual registration packets have been sent and we have received approximately 25 registrations to date. We are working with Valley Expo to finalize the exhibit hall floor plan. We are working on the logistics with the hotel, ordered speaker gifts, lanyards and board shirts and are finalizing the tote bag. Jill will send additional e-mail blasts regarding the conference to members and

another reminder to our vendors for sponsorships (currently we have \$3,900 in sponsorships, a \$1,000 lanyard sponsorship and some special event sponsors).

5. Old Business

i. WWA Goal Review

Goal 1: Create a vibrant and expanding association with opportunity for involvement for the entire water community.

Goal 2: Enhance the WWA educational program by maximizing education and networking opportunities for the water community and its academic partners.

Goal 3: Be an effective and efficient organization by aligning section leadership and committees to practice sound financial and risk management, by engaging in strategic partnerships, by continually improving the physical and human resources of the Association, and by increasing awareness of water issues and advocating for public policies based on sound science and best practices.

ii. Recap of Municipal Utility Legislative Council – July 21

Nancy and Kevin attended the meeting.

iii. Great Lakes Regional Meeting.

Dave Lewis taking the lead on this meeting.

iv. Annual Awards Nominations

Nancy reported that the Image and PR committee is assisting her with the preparation of press releases and some of the presentation materials at the annual conference. Nancy would like the Board to consider creating a database of active member participation and their accomplishments with committees and awards. This database would be useful for award nominations. Ideas of self-reporting on paper, using survey monkey, and checking with other sections to see how they do it; Board members were asked to continue to think about this issue. Nancy and the Fuller Award committee will work with the AWWA rep for the Fuller award presentation at the business luncheon.

v. Annual Conference location Ad Hoc Committee composition

The general composition of, and criteria for, the advisory group/committee was discussed. Joe Finn was appointed the committee chair. The committee will consist of Kelly Zylstra and Jill as automatic members, along with representatives of four utilities, one engineer, and two vendors. The Board discussed the potential representatives to be asked to participate, Joe will follow up and report back to the Board at a future meeting.

6. New Business

i. WWA Student Chapters

Nancy asked Elizabeth Thelen from the Milwaukee Water Council to come to discuss WWA Student Chapters. The Council's mission is to "Align water research and businesses to establish the Milwaukee Region as the World Water Hub for research, economic and talent development." The Council is divided into Economic Development, Technology Development and Talent Development. The talent development mission is "Building the Water Generation from K to gray" and their goal is to have 5% of all students pursuing a career in water by 2013. Talent development is organized into Team Educators, Team Students, Team Interns, Team Mentors. The thought was to tie Youth Education to Water Council to share knowledge on what is being done from K-12. Both groups have noted that 5th grade science is the only time when water is taught to students; as the curriculum is set by Department of Public Instruction. Roz is on the Career Industry Advisory Team and the WWA Youth Education Committee; Nancy, Katie and Angel have been involved with the Milwaukee Water Council. An additional thought is that WWA could also work with Milwaukee Water Council on getting the word out on internships.

ii. Expo Committee Budget Revision

Joe provided the budget for preparing their 2012 Expo budget.

Joe Finn, with Kelly Zylstra seconding, made motion to accept the 2012 budget as presented by the Expo committee. A vote was held, all were in favor, motion carried.

iii. Legislative News Letter Proposal

Nancy spoke with Lawrie Kobza about getting legislative news to our members. A previous proposal from Scott was provided to the Board was for \$1,000 per month. A constant contact legislative newsletter mockup based on the proposal from Lawrie was provided to the Board prior to the meeting for review and comment. Lawrie located another person who could assist her to reduce the costs. It is suggested to provide the legislative newsletter to MEG members that are not WWA members; the Board felt this was acceptable since our logo and name would still be on it. The proposal is for \$4,500 for a five month startup period when we would get monthly invoices; and would be a future budget item if approved. There was a discussion about including links to the website for additional information and having a separate email listing for this newsletter. Joe said it may be difficult to archive this on the newsletter; Mike will work with IT&Security on this issue.

Katie Karow, with Dave Lewis seconding, made a motion to accept the proposal as presented by Lawrie Kobza to prepare a legislative newsletter at a minimum of fortnightly during legislative sessions and monthly when not in session until December 31, 2011 at a cost up to \$4,500. A vote was held, all were in favor, motion carried.

iv. Summer Workshop Recap

Jim, Joe, Dave and Katie attended the Summer Workshop in Denver this year. Joe commented on how membership was weaved in and out of the presentations and he was able to meet a number of people from other sections. Katie liked the way that the presentations were broken up and that Tom Curtis was one of the presenters. Everyone was told to be prepared if AWWA wants to meet with a legislator from our section we will be contacted to make the coordination. Katie also mentioned that National was talking about having 6 to 12 months of financial reserves. Katie also stated that National is putting on their scholarships that no children of staff or Board members would be eligible; Katie will check on wording and report back to the section. Dave went to a session on cyber risk insurance for safeguarding information on members that could be stolen from a website; National is looking into this insurance. The team will put together a newsletter article on their experiences.

v. Illinois Tapping Team Demonstration Expenses

Pat provided emails to the Board on this topic prior to the meeting; they are requesting we cover the expenses for five rooms for one night and one day registration for a day. A discussion was held on the value of having an experienced team do a demonstration and providing input to the teams in our tapping contest. Concern was expressed over the costs associated with five rooms and how many firms are requiring doubling up on rooms.

Nancy Quirk, with Mike Forslund seconding, made a motion to provide five complimentary one-day registrations for the day of the tapping contest and for three rooms for one night for the Arlington Heights Illinois tapping team. A vote was held, all were in favor, motion carried.

Kelly will relay the information to Pat who will discuss with the team.

vi. October Board Meeting Location

Kelly reported that Paper Valley offered us free space to hold our October meeting at their location if we wanted a chance to see the facilities for the 2012 annual conference. The Board agreed to the location change. Joe will coordinate with Anna at Paper Valley.

7. Board Liaison Reports

i. National Directors Report

Jim provided his report to the Board via email prior to the meeting.

ii. Past Chairs Report

Nancy provided her report to the Board via email prior to the meeting.

iii. Chair Report

Kevin provided his report to the Board via email prior to the meeting.

iv. Vice Chair Report

Dave provided his report to the Board via email prior to the meeting.

v. Senior Trustee report and Trustee Reports

Kelly, Mike, Katie and Frank provided their reports to the Board via email prior to the meeting.

Joe reported that several Webinars have been schedules but that the Education committee is looking for more members to help out.

Mike will check with IT & Security to see if an email blast on the use of the Forum has gone out.

Mike reported that the Young Professional Committee is actively working on their roles for the golf outing and the annual conference.

Mike and Katie reported that the Water for the World Committee is looking at their opportunities for future projects but one big project in Guatemala doesn't stand out at this point for 2012.

Nancy reported DNR liaison committee is meeting next week.

Katie requested, on behalf of the Water Efficiency Committee, that the Board work with the DNR to get CEU's for webinars. Nancy will bring the issue in up to the DNR Liaison committee meeting next week. The committee would like to propose that the attendees supervisor attest that their staff attended the webinar – would that be acceptable as proof of attendance. The committee also request that the 2010 award winners be added to the website; Nancy will follow up with Jill.

Katie reported that Youth Education Committee is in need of additional members who are passionate about education. Katie requested that the Board consider having Adventures Kids Learning officially added to their committee, as this has been simply functioning on its own.

Katie reported that the Membership Committee has their member appreciation thank you gift ordered. Susan is also requesting that the Board members let Katie or herself know what times won't work for helping out at the membership booth for the annual conference.

Kevin reported that Roz will become the vice chair at Image and PR Committee, Dan Winkler will become the Chair of Customer Service and Jeff Ripp will become the Chair of Water Efficiency.

Kevin reported that the he was at the Volunteer Appreciation Sections awards celebration and the biggest increase membership by percentage award went to Puerto Rico for an increase of 7.6%, the section recruiting award for the most new members went to California-Nevada for 534 members. The section retention award went to West Virginia retained 94.7% of their members. There are also awards for the most new members by section size:

Division 1 - Rocky Mountain Section 262

Division 2 - Illinois Section 190

Division 3 - Ontario Section 186

Division 4 - Minnesota Section 121

Division 5 - Connecticut Section 61

Division 6 - British Columbia Section 72

Division 7 - Puerto Rico Section 36

vi. Member Services Coordinator Report

Jill provided her report to the Board via email prior to the meeting.

8. Adjournment

Katie Karow, with Nancy Quirk seconding, made a motion to adjourn at 12:57 p.m. A vote was held, all were in favor, motion carried.

WWA 2011 BOARD MEETINGS		
<u>MEETING DATE</u>	<u>MEETING TIME</u>	<u>MEETING PLACE</u>
January 14	9:00 AM	Phone/WebEx
February 18	9:00 AM	Madison (Strand)
March 11	9:00 AM	Phone/WebEx
April 8	9:00 AM	Appleton (S.E.H.)
May 20	9:00 AM	Phone/WebEx
June 10	9:00 AM	Kenosha Water Utility
July 8	9:00 AM	Phone/WebEx
August 5	9:00 AM	Janesville Water Utility
September 9	9:00 AM	Phone/WebEx
October 14	9:00 AM	Paper Valley (Appleton)***
November 11	9:00 AM	Phone/WebEx
December 9	9:00 AM	Waukesha Water Utility

**Location changed from Wonderware (Brookfield)

Reminder that the Leadership meeting will be held November 5th at the Grand Geneva in Lake Geneva, WI.

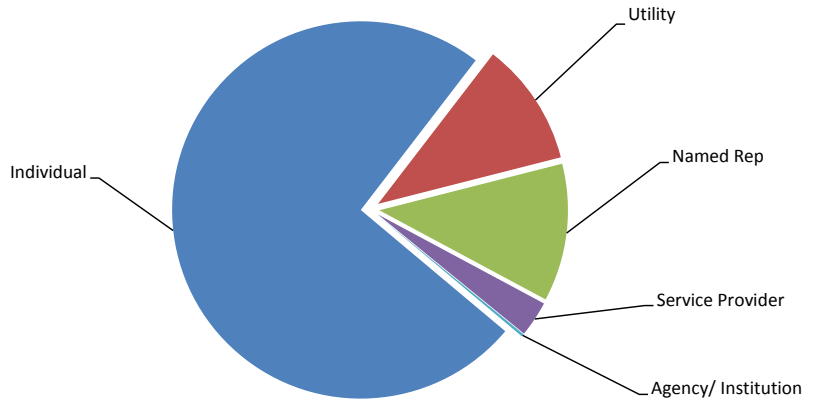
Section Membership

Summary

REPORT SUBMITTED TO
WWA BOARD MEETING - August 5, 2011

BY TYPE:

Individual	Utility	NamedRep	Service Provider	Agency/Institution	915
680	97	108	28	2	

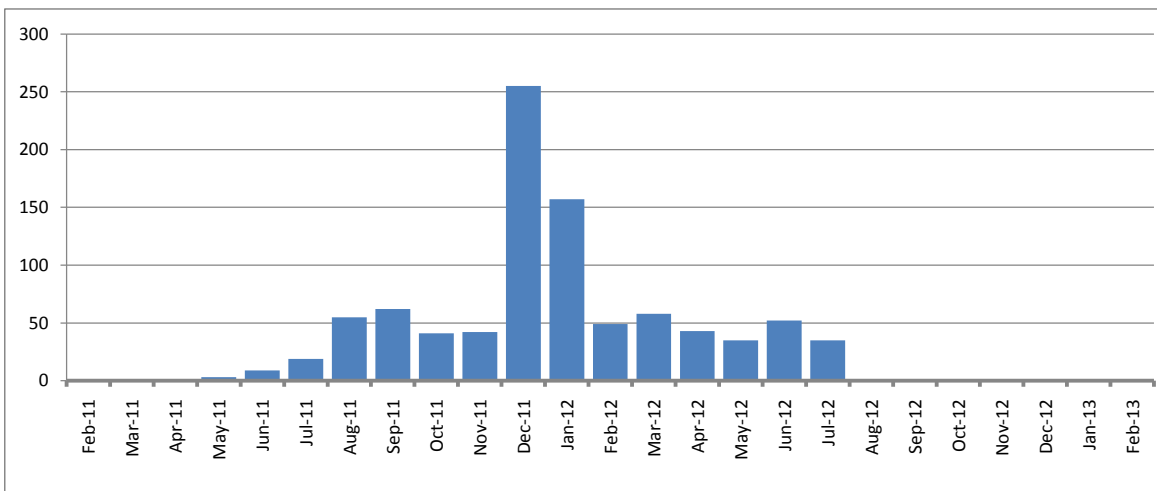


BY GRADE:

Individual Active	Additional Active	Operations/Administrative	Retiree with e-pubs	Retiree with print pubs	Life	Honorary	Student	Interim Student	Interim Student	International Utilites	Partner Agencies & Institutions	Named Representative	Utility Under 5,000	Utility 5,001-10,000	Utility 10,001-25,000	Utility 25,001-50,000	Utility 50,001-100,000	Utility 100,001-150,000	Utility Over 150,001	Service Provider	Service Provider 1 to 3	Service Provider 3 to 10	Service Provider 10 to 20	Service Provider Over 20	915
349	99	84	3	3	104	1	37	0	0	0	2	108	67	17	8	3	1	0	1	11	6	6	1	4	

BY EXPIRATION DATE:

Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	915
0	0	0	3	9	19	55	62	41	42	255	157	49	58	43	35	52	35	0	0	0	0	0	0	0	0



NEW MEMBERS 06/01/2011 to 08/01/2011
LATE MEMBERS as of 08/01/2011

6
31