

**MINUTES - WWA BOARD OF TRUSTEE MEETING  
Friday, December 10, 2010**

1. Opening of Meeting

i. Roll Call/Welcome

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

*Guest: Jill Duchniak (Member Services Coordinator), Pat Planton (Incoming Trustee-At-Large), Mike Forslund (Incoming Trustee-At-Large), John Anderson (Wisconsin Water for the World Committee Chair), Tom Nennig and Mike Rau (Wisconsin Water For the World Committee members)*

*Excused: Joe Finn (Trustee at Large)*

ii. Approve Agenda

**Ann-Perry Witmer, with Jim Chaffee seconding, made a motion to approve the agenda. A vote was held, all were in favor, motion carried.**

iii. Approve Minutes of November 10<sup>th</sup>, 2010 Web Ex and Conference call meeting

**Kevin Richardson, with Frank Miller seconding, made a motion to approve the November 10<sup>th</sup> 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. Copies of the reports were provided to the Board prior to the meeting.*

ii. Investment Meeting Recap

*On December 7, 2010, Nancy Quirk, Dan Duchniak and Kelly Zylstra met with Neil Conway of M&I to review investment options for WWA instead of the money market. Kelly made a brief presentation of the information from the M&I meeting. She suggested that the Board needs to decide if they want to move beyond CD's and money market into a fixed income 100% bond fund or a diversified bond fund that has 10-15% in stocks incorporated. At present, the one year CD is at 1% and the money market is at 0.05%. Typically in recent history the bond markets run at 2% to 5% rate of return. The administration costs would run between 1% and 1.6% depending on the level of investment. The Board was reminded that the operations manual requires that 3 months of operating expenses be held in a fluid location. She also reminded the Board that while some committees are coming up with initiatives to spend some money, but*

*perhaps the Board needs to consider offering a larger youth scholarship or a series of scholarships to members or prospective members to attend seminars and conferences at a lower or no costs. Her recommendation was that if the Board wants to move to a bond fund she suggested that they invest in bonds versus anything with stocks. She pointed out the fluidity of the M&I proposal as the money would be available to use within 24 hours of a call to our representative.*

*The Board had the following questions:*

- at what financial point could there be risk of our non-profit status? Jim will check into this. Kelly will double check with the accountant.*
- are other sections investing? Jim will check into this.*
- how do we present the situation to the members so they understand why we have the money to invest, yet their rates for seminar and annual conference haven't gone down. This was determined to be a topic that requires additional consideration and thought.*
- what about a series of very short term (in months not years) CDs that are laddered in term so that they come due at different times, what are the rates? Kelly can look into this however, the best rate she has seen is 1.25% and Frank concurred that interest rates are very low.*
- is there a risk of losing principle with the bond funds? Yes there is a risk.*

*The Board requested time to consider the information that was provided and have the M&I representative come to our February meeting to present first hand and be available for questions. Kelly was directed to email the presentation to the Board with the meeting minutes. No action was taken on this item at this meeting.*

### 3. WWWC 2011 El Rosario Project Presentation and Approval

*John Anderson, of the Wisconsin Water for the World Committee, made a presentation of the 2011 project design report. The presentation included an outline of the design team, the project background, facility design, project ownership, constructability review, operation and management plan, a schedule and a budget. A copy of the presentation will be included as part of the minutes. A paper copy of the design report was presented to the Board for their records.*

*The cost estimate was outlined in detail with a total budget of \$35,000; with a breakdown of power installation of \$8,100, water meters of \$2,500, lower tank base of \$2,000, pump package of \$6,500, construction of two 10,000 liter ferrocement tanks at \$4,000, distribution system, including household connections at \$9,000, materials transportation of \$900, and technical services support (aps) \$2,000. The Florida Water Environment Association and Florida American Water works association and the Florida Rotary (south Jacksonville Club) are all planning to contribute \$5,000 each, an International Rotary Grant*

*of \$15,000, and with WWA providing \$5,000.*

**Ann-Perry Witmer made a motion that WWA approve the 2010 project through implementation with an additional \$2,000 coming from account 7410.** A discussion was held and a disagreement as to whether the June 2010 motions already released the funds to pay the Sat West Bills. Ann feels that the funds were never released. During the discussion, she modified her motion.

**Ann-Perry Witmer, with Frank Miller seconding, made a motion that WWA approve the 2011 project through implementation.** A discussion was held. Making this motion allows the committee to come back for financial draws on the account and for the Florida financial partners to send their contributions to WWWC. **A vote was held, all were in favor, motion carried.**

A discussion as held as to whether the Board wants to approve money, amounts of \$2,000 to \$4,000 where discussed, to fix a previous project (mechanical pump portion) which was damaged by hurricane Agatha. Engineers without Borders is going down to do some hydroelectric work in February and in the meantime a solar panel has been installed. Their plan is to power the pump with hydro power eventually. The original plan was to receive donated equipment, however that donation fell through. The Board was considering asking for a detailed plan for the money. The WWWC has not discussed the issue and is not asking for the donation. Ann has photographs and emails relating to the problem with the past project. The donation of this money would be to Engineers without Borders to fix a problem from a previous project. A discussion was held as to whether or not to give the WWWC \$2,000, whether it was already allocated at the June 2010 Board meeting, or whether we want to make a \$2,000 donation to Engineers Without Borders to fix the project. The Board directed the WWWC to determine if they need to request funds from the Board to fund repairs related to the hurricane damaged project. John expressed this thanks on behalf of the committee for the project approval.

#### 4. Membership Report

i. Activities, numbers, comments & concerns

*Ann supplied a membership breakdown to the Board. We have one new member since November 1<sup>st</sup>. We are up to 929 members, which unless something changes this month, we will meet the National challenge.*

ii. 2010 Membership Directory Update

*The membership directory will not be printed unless we get specific orders; though it would be very expenses and we may want to print and bind ourselves. The directory will be on the website on a blind url so that only members have the url and it won't show up within search engines. Membership committee will put together an email for Jill to send to members on how to access the directory and*

*how to order a paper copy. Jill is in the process of comparing our membership directory listing with what National has; and may need assistance with the addresses that don't match. She asked whether or not we wanted to have the elected officials in the directory; the Board directed Jill to simply use a link in the electronic format. Jill asked if the format of the directory will remain listed by person and by affiliation; the Board requested the same format. The Board directed Jill to work closely with the membership committee on questions.*

5. 2010 Annual Conference

i. Planning update for 2011

*Dave had a committee meeting with the education committee regarding their assistance with the technical program. The education committee is being pushed to do more Webinars and perhaps the ideas that are not used can be used for the technical program. On December 3<sup>rd</sup>, Dave attended the MAC committee meeting. The committee will be looking at ways to potentially get WWWC more money, but there is concern to balance with Young Professionals fundraising. MAC is working on ideas for MAC night. Dave reported that the first call for papers went out and three abstracts have come in so far; they are due January 15<sup>th</sup>. Jill reported that the vendor packets will do out in late January or early February with the early bird registration.*

6. Old Business

i. Committee Web Page Updates

*Jill reported that she is working on a committee page template. Some committees are updating their rosters.*

ii. By-Law changes for 2010

*Nancy emailed the Board the results of the survey. She has more detailed results if the Board wants specific. We received around 200 votes.*

**Kevin Richardson, with Dave Lewis seconding, made a motion to approve the results of the survey and have Nancy provide a memo to National. A vote was held, all were favor, motion carried.**

*Following approval from National, our bylaws will need to be changed.*

iii. WPT WWA Volunteer Event Recap

*Ann reported there were 10 WWA members that participated. It gave WWA great publicity as they interviewed Nancy on air and they promoted WWA on one of their breaks. There was a discussion regarding putting the sound bites on the website and facebook.*

7. New Business

i. Act 47 PDH for Professional Engineers

*Nancy reported that WWA is not listed as approved organization for funding for this and she would like to get us listed. Kevin drafted a letter to Ms. Yolanda McGowan of the Wisconsin Department of Regulation and Licensing requesting that the American Water Works Association and the Wisconsin Water Association as professional organizations that are acceptable providers of continuing education.*

**Katie Karow, with Frank Miller seconding, made a motion to send the support letter. A vote was held, all were favor, motion carried.**

ii. Upgrade WWA Printer

*Jill reported the lease for the current black and white copier is up. We have a proposal for a color copier for \$108 per month for 48 months. The new copier would allow us to stop using the other expensive color printer and fax machine. The duplex and stapling will also allow Jill to do more in house instead of pushing that out to Office Depot.*

**Richard Hope, with Nancy Quirk seconding made a motion that we re-negotiate a lease for the upgrade of the color copier with the goal of having the term be less than 48 months, but if not it was ok. A vote was held, all were favor, motion carried.**

iii. 2011 Goal Setting

*Nancy put the three goals of the strategic plan into three separate charts showing, objectives, measures, targets, actions, and ownership. Using this arrangement will allow it to be a working document and an agenda item at each future board meeting. Kevin briefly discussed his goals for 2011. The goals were reviewed and updated.*

iv. League of Municipal Member Database Purchase

*Kevin emailed he price of the listing to the Board for their consideration. Kevin also checked into getting an abstract on for the October 2011 League conference.*

**Kevin Richardson, with Frank Miller seconding, made a motion that we purchase the League listing for Chief Executives, Clerks, Administrator & Managers and Public Works Directors, Engineers & Street Superintendents for a total of \$105. A vote was held, all were favor, motion carried.**

8. Reports

i. National Director Report

*Jim reported that the big issue at National was the budget work. He reported that the budget is really tight due to substantial decline in membership and revenues. The budget was able to be balanced due to expense cuts, sun setting*

*some programs, and not investing into new programs. There is a new executive director – David LaFrance and the reorganization has occurred. Jim discussed the candidates for Presidents; the vote is at the January meeting and will forward information to the Board.*

ii. Past Chair Report

*Richard provided a report by email prior to the meeting. He praised WWWC for their efforts and accomplishments. A question of why more people can't go since they pay their own way; it relates to accommodations and transportation on site. He reported that Engineer committee is struggling right now. Richard is involved with this committee at the National level and plans to stay involved in the upcoming year when Pat is the liaison. Richard, Lawrie Kobza and Nancy will meet on Monday to discuss awards; alignment with National and changes to our operations manual.*

iii. Chair report

*Nancy provided a report by email prior to the meeting. Nancy has followed up with Jill Jonas at DNR regarding WWA membership for their staff, and the work of the DNR liaison group. The DNR code update information went out to membership. AWWA National sent Safety awards to us; Nancy requested volunteers to give out the awards - Oak Creek Water & Sewer (Frank), Green Bay (Pat) and Manitowoc (Pat)*

iv. Vice Chair Report

*Kevin provided a report by email prior to the meeting. He reported that the MAC committee has a waiting list on their roster. They met on December 3<sup>rd</sup>. The Wisconsin Reception for ACE is being planned.*

v. Senior Trustee Report

*Dave provided a report by email prior to the meeting. University relations, YP Brochures, and planning joint social events at Expo and WRWA are top priorities. Legislative committee got a list of utilities that were not members and a personalized letter was sent to each one. MAC committee was inviting legislative members to ACE in Washington, DC. Customer service seminar is planned June 8<sup>th</sup>.*

vi. Trustee Reports

*All trustees provided written reports in advance of the meeting and a brief summary at the meeting. Items to note include:*

*Ann reported the structure of the Communications committee will need some coordination.*

*Katie reported Management Committee will start planning for the 2011 conference in January and we will be taking the lead for that conference. Research committee was grateful for the extra funds the board gave them for the speaker this year and are already talking about the 2011 panel discussion. The Youth Education committee has purchased a variety of information materials and will be signing up for the science teacher's conference for the fourth year in a row. They continue to work on collaborative efforts with other organizations on youth education.*

*Frank reported that IT & Security seminar is set for February 24<sup>th</sup>; they have someone coming in from San Francisco to give a presentation on social media. They are also working on the member to member portion of the website and hope to bring a recommendation to the Board in January. The website designers said that another module may be needed and could cause between \$1,500 and \$2,000. The PSC Liaison is looking at several policies at PSC, including tax equivalent calculation and the economic development rate. Treatment Op seminar is planned for March 23<sup>rd</sup> for surface water and May 23<sup>rd</sup> for groundwater. Regulatory Affairs seminar is May 4<sup>th</sup> in Madison.*

*A brief discussion of moving events such as meter madness to Expo from the Annual conference was held. Some members expressed how it is more economical and easier to send participants to Expo, while others expressed concern that compartmentalizing the items would take away from the annual conference and continue to reduce the number of operators that attend that event. The question was raised if moving the event to Expo would increase the number of participants at Expo or would it just be more convenient. This is a topic that the Board requested by brought back to the Board; Nancy will follow up with Joe Finn as the liaison.*

vii. **Member Services Coordinator Report**

*Jill provided a report and seminar summary by email prior to the meeting. She will be following up with Committee chairs on upcoming seminars. The seminar attendance and projections were discussed; attendance in 2008 was 555 compared to 340 in 2010. Jill has ordered the videos from National to use our \$600 section allotment. Jill has also been in contact with the Water Efficiency committee regarding the potential for a 2011 seminar.*

9. **Thank you to Outgoing Board Members**

*On behalf of the Board of Trustees, Nancy thanked Ann-Perry Witmer for her service to the organization and her time on the Board. Nancy presented a plaque to Ann.*

*Nancy thanked Richard Hope for his years of service and assistance with the Board as he departs as Past Chair.*

10. Passing the Gavel

*Nancy officially passed the gavel to Kevin Richardson but will continue to serve as Chair per the by-laws and operations manual until the end of 2010. She thanked the Board members for their dedication and service.*

11. Adjournment

**Ann-Perry Witmer, with Richard Hope seconding, made a motion to adjourn at 2:10 p.m. A vote was held, all were in favor, motion carried.**

<b>WWA 2011 BOARD MEETINGS</b>		
<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 13	9:00 AM	Phone/WebEx
June 10	9:00 AM	Kenosha Water Utility
July 8	9:00 AM	Phone/WebEx
August 12	9:00 AM	Janesville Water Utility
September 9	9:00 AM	Phone/WebEx
October 14	9:00 AM	Brookfield (Wonderware Midwest)
November 11	9:00 AM	Phone/WebEx
December 9	9:00 AM	Waukesha Water Utility

\*meeting changed from February 11<sup>th</sup>.