

**MINUTES - WWA BOARD OF TRUSTEE MEETING
Friday, August 13, 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), Joe Finn (Trustee at Large), Katie Karow (Trustee at Large), Frank Miller (Trustee at Large), Richard Hope (Past Chair) and Kelly Zylstra (Secretary/Treasurer).

Excused: Jill Duchniak (Member Services Coordinator)

ii. Approve Agenda

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

iii. Approve Minutes of July 16th, 2010 Meeting

Dave Lewis, with Joe Finn seconding, made a motion to approve the July 16th meeting minutes. A vote was held, all were favor, motion carried.

2. Financial Reports

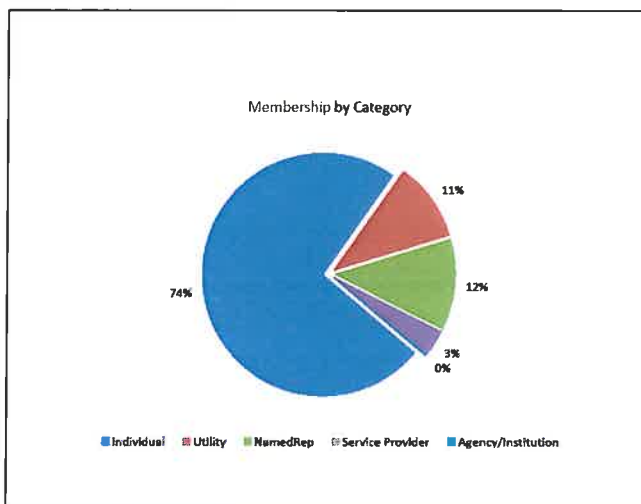
i. WWA Finance Report

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 the summer workshop gave her some insight on how to use the National membership database. From a pure numbers standpoint the individual



memberships are the vast bulk of the organization – of the 911 members, 671 are individual members. Currently we only have two members that come from regulatory agencies. Membership will continue to develop a strategy on continuing to get our name out; possibly League of Municipalities, use of the membership brochure,

continued CLEAR growth, etc. The breakdown by expiration dates is also available; since July 1st we have added 6 members and membership has the list of late members so they can do follow up calls.

4. 2010 Annual Conference

i. Update on Activities

Kevin reported he has sent our request for information on bios and speakers needs. The tailgate party is set. MAC night is set. Three additional laptops for breakout sessions are needed. Kevin said we got a good response on the vendors willing to pay their electrical needs. Kevin will be working on the on-site program next. Tentative schedules for business lunch and awards have been sent out. Require insurance certificates have been supplied to Monona Terrace as required by our contract.

ii. Legislative Initiatives

Kevin reported that the RSVP for the invites will be going to Jill. Barb will be sending them out on Monday. The legislative committee met yesterday and they are working out the talking points for the session; they will be in contact with Tom Curtis, Lawrie Kobza and Jeff Ripp. They are also discussion the AWWA Section Fly-ins. The committee is looking at setting up a committee meeting on Wednesday morning over breakfast.

iii. Candidate Information and awards to members for trustee elections

Richard reported there are two senior trustee candidate and two trustee candidates. Richard reviewed the summary of awards category winners. A discussion on how to disseminate information on the candidates to the members was held. Jim will check on the status of the Fuller award winner write up.

iv. National Rep preparations (room, travel, gift)

Jim reported that he needs to pick up the gift but everything else is set. Jim will check on whether the National Rep has been invited to the Past Chair's lunch.

v. Advertiser/Marketing/Additional Emails

A discussion was held on pre-registration levels, hotel costs, on additional ways to encourage people to attend our conference. Getting the word out to the General Managers of Utilities on legislative aspects of our conference is important. Joe and Katie will be working on specialized day specific emails. Kevin has tailgate party promo covered. A discussion of personal calls by Board members to communities within a 60 mile radius was held – to try to encourage additional attendance.

5. Old Business

i. Midwest Expo Taskforce

Ann reported the taskforce has a memorandum of understanding for review and consideration by the Board. Three representatives from each organization were present at the last meeting with good discussions and communications. The existing MOU was reviewed and changes were made. The committee recommended the dates remain the same for branding purposes. They recommended specific tasks to some of the committee members. The committee will select a Chair and every two years the Chair must alternate between the two organizations. The committee will establish an operational strategy and mission statement. The committee will submit a budget to each organization by September 1st for the following fiscal year for their approval and insertion as a line item in the organization budget. The administrative services charge rate was decided to be \$20 per year; a detailed hourly invoice for the administrative services must be provided to the committee. The committee will be responsible for setting the number of hours and budget for the administrative services. The task force committee members from the two organizations agreed that our roles are to select proper people for the Expo committee but the committee is responsible for following the MOU. The MOU goes into great detail on the financial aspects and establishes of the Expo.

Richard Hope, with Nancy Quirk seconding, made a motion to approve the memorandum of understanding for Expo with Central States and to direct Kelly and Nancy to sign on our behalf. A vote was held, all were in favor, motion carried.

- ii. **Committee Web Page Updates**
Nancy reported most of the pages are up to date. Nancy will talk to Dan, our webmaster, about getting expired information off the web site.
- iii. **AWWA 2010 Summer Workshop**
Dave is preparing a newsletter article. Dave praised the workshop and the topics that were discussed. Through careful analysis, AWWA is working to move their good programs to become great programs. They encouraged sharing information with other sections, focusing on preparation, encouraging teamwork, and open communications. Dave, Kevin and Ann attended. There were approximately 90 attendees. Ann agreed that the program was very strong but the networking with the other sections was also a great benefit of attending the summer workshop. She said it was fascinating to see the other Sections having similar struggles to Wisconsin and how they were handling the issues.
- iv. **Fluoride Draft Plan**
Dave provided the draft fluoride plan via email prior to the meeting. The goal of the committee is to expand fluoridation in the State. Nancy requested that WWA be included in the Collaborative Partners listing that is included in the plan. Dave will continue to keep the Board informed.

6. New Business

- i. **WRWA Joint proposal for training with WDNR**
Ann reported that her, Nancy, and Ken Blomberg and Dave Lawrence from WRWA sat down and drafted a pre-proposal to DNR to do joint training sessions. We are proposing to do up to three comprehensive programs centered on management, distribution and efficiency to address the deficiencies that DNR has identified. We offered to prepare a formal proposal if requested by DNR. In concept, the paid staff that WRWA brings and the depth of the expertise that WWA has could make a very good team and could cover the entire state from both geographically and size aspects. If undertaken by DNR it would be a bid process, and an MOU between WWA and WRWA will be needed.
- ii. **WWA Conference Technical Program Discussion**
Nancy reported that she sees some inconsistency with the technical programs for the annual conference and she has heard that some people do not want to run for senior trustee because of the need do the annual conference. Nancy would like to see the education committee prepare the technical program for the concerns. Presently, the technical program is set up by the Vice Chair with the Chairs of the other committees. The Board was asked to consider the issue, discuss it and we can discuss again in October.
- iii. **AWWA National Awards Discussion**
Kelly provided Nancy with the email that National sent to the Sections requesting nominations for national awards and asked the Board to review the information and make suggestions.
- iv. **Management Seminar Discussion**
Katie reported that the technical content of the seminar was excellent, and she updated on the Board on the specifics of the situation that prompted a complaint from an attendee regarding the political jokes made by one of the speakers. A letter was sent to the speaker and an apology made to the person who had the complaint. A discussion was held. Liaisons were asked to alert their committees to notify the Board if any inappropriate situations occur.

7. Reports

- i. **Member Services Coordinator Report**
Jill provided a written report prior to the meeting.
- 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. Wisconsin Water for the World is progressing well. They have identified their 2011 project, they are actively raising monies, have partners identified for the project, but do have concerns about reaching their \$35,000 goal for the project. The river crossing and bridge crossing project in Nueva Providencia that was done 4 years ago was heavily damaged by tropical storm Agatha. The failure occurred in the vulnerable location on the project but the design was not flawed. Engineers without Borders from Marquette is going down today for their electrical project. Ann and John have asked them to look at certain things while they are down there. The hope is that the electric project is far enough along that the system can be used to restore water to the upper village.

iv. Vice Chair Report

Kevin provided a written report prior to the meeting.

v. National Director Report

Jim reported that the Board adopted the program analysis and directed its use by the finance committee. The membership drop is pretty much across the board geographically; an analysis of dropping membership is being done but seem to relate to economy, the culture of the industry, the aging workforce, and the increase in the number of specialty organizations that have popped up. Creating niche communities of interest within AWWA is being looked at. The motivation to go to national conferences is waning due to the ease of finding other information. Chicago ACE was down a few percentages but pretty close to last year and projections. ABC, Association of Boards of Certification, (www.abccert.org) was formed by AWWA and WEF to handle specialty certification programs, from creation to certification. ABC does the program for 40 states, Wisconsin is not one of them. California/Nevada developed a certification for water use efficiency personnel and it have been in place for over 10 years, they have certified a few hundred people. ABC is looking at partnering to take this more national. Jim will be going to the section meetings this year for the Chesapeake, Ohio and Southwest sections. There are 44 sections within the organization.

vi. Trustee Reports

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

Dave reported the YP committee is focusing on fundraising at the annual conference. She lost her volunteer for the University coordination; but Nancy forwarded the University contacts to Kelly.

Ann reported that she is working with her committees on the specific strategic plan items they have been assigned and reminded other liaisons to do the same.

Frank reported that PSC will be re-writing sections of PSC 185 to address water conservation language; and will be looking for stakeholders to be involved.

Frank reported that the Treatment Ops committee now has a Chair and a Vice Chair to replace the two that have recently left the State. He reported that the Green Bay TopOps team did very well at National.

Katie reported that the \$1,000 the Board approved earlier in the year will be used to purchase educational materials from AWWA to distribute at the Science Teachers conference in the spring. The committee approved \$1,000 of their 2010 budget to go to the SatWest Charges for WWWC.

Joe reported that Laura is stepping down from Treatment Ops and moving to take over the Expo Committee. The leadership transition will take place after the annual conference.

Other liaisons gave brief verbal reports summarizing their written reports.

8. Other Items

The next Board meeting will be held via WebEx on September 10th at 9am.

Ann-Perry Witmer, with Frank Miller seconding, made a motion to adjourn at 1:12 p.m. A vote was held, all were in favor, motion carried.