

**MINUTES - WWA BOARD OF TRUSTEE MEETING**  
**Friday, July 16, 2010**

1. Opening of Meeting

i. Roll Call/Welcome

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

*Guest: Jill Duchniak (Member Services Coordinator)*

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 June 16<sup>th</sup>, 2010 Meeting

**Dave Lewis, with Jim Chaffee seconding, made a motion to approve the June 16<sup>th</sup> meeting minutes. A vote was held, all in favor, motion carried.**

2. Financial Reports

i. WWA Finance Report

*Prior to the meeting Kelly Zylstra provide the following financial report to the Board via email.*

*"The reports for Friday's call are attached. I will have more to report on the call, but here are a few highlights.*

*As you can see from the balance sheet and the transaction report, I transferred \$40,000 from our checking to our money market and \$10,000 from one checking to another checking as we discussed at our last meeting.*

*Following the board action at the last meeting and recent donations and reimbursements from travelers, the WWWC committee balance is  $\$7,033.69 - \$1,222.50 = \$5,81.19$  available for use.*

*The Board contingency fund details are included with the reports because the ACE bus payment and donations are recorded in this account as it was not a budgeted MAC committee item. The Wisconsin Night event has its own income and expense account line item so that is handled separately.*

*The Monona Terrace electrical situation will be discussed at the meeting, though I am not sure if it will be as part of financial or part of a separate agenda item, but here is some background. With the exception of Monona Terrace and Paper Valley, the electrical service to the exhibit hall booths is done as part of the expo set up services contract and costs an additional \$10 per booth for the set up firm to do (run cords to all booths and set up boxes between every few booths).*

*The contract with Monona Terrace was not very clear when Dan negotiated it in stating that the electric was a separate cost that HAD to be done by Monona Terrace staff nor did it mention ANYWHERE in the contract that the cost would be a staggering \$58.02 PER booth (Assuming they have 15 days advanced notice and \$72.53 per booth if they have less than 15 days notice.) Needless to say we did not budget the \$4,641.60 (\$58.02 x 80 booths) to pay for the electric, nor did we know this when we set out the exhibit hall packets so that vendors could pay for the electric if they wanted it when they registered. I see that we have two options....*

*First option and the one that I prefer is that we say that in the spirit of being in Madison, we are GOING GREEN and decreasing our electrical load by not providing electrical service to our vendors (yes some will squawk about not having extra lights, projection, TVs and laptops)...if the vendors want power then they can pay the additional cost to electrify their booth and then Kevin and MAC will need to give a specific map to Monona Terrace so they can electrify certain locations. This, if promoted properly, will be green and less costly to WWA.*

*The second option would be to take the \$4,641.60 from the Board contingency fund and let MAC know that the proceeds from the bus and Wisconsin Night will be used to help fund the electric cost for the exhibit hall, though it will not cover the entire cost."*

*During the meeting, the following highlights were mentioned*

*Balance Sheet Highlights*

*The checking account balances are \$59,923.18 and \$13,589.83. The money market balance is \$96,437.44. The CD remains at \$75,000. Deposits have been made and recorded through July 13<sup>th</sup>.*

*Transaction Report Highlights*

*All bills received through Tuesday have been paid, though a few more are expected this week.*

*Budget Vs. Actual Updates*

*Account 4012, newsletter ad income is higher than budgeted.*

*Account 5014, Regional Officers Meeting expenses came in under budget by 861.21.*

*Accounts 7050, National Top Ops and 7055, National Meter Madness expenses both came in under budget by \$478 total.*

*Account 8601, Regulatory Affairs Split with WRWA. The split was \$1,484 this year and the check has been sent to WRWA.*

### 3. Membership Report

i. Membership Activities –Thank you Notes

*Jill reported the Thank you notes are out and Dave reported that several people in the Kenosha Water Utility have received theirs and thought it was nice. Nancy stated that a little note or printing on the card would have been nice.*

ii. Membership Activities – Contact Sheet Draft

*Ann reported the creation of a listing of water experts as a contact sheet would useful to send to the media. A draft was sent to the Board for consideration at*

*the next Board meeting, whether we want to go ahead and do this and who from WWA would be the authorized person to speak on the topics on behalf of WWA. Kevin expressed concern that it be kept updated if we put specific people down. Ann shares a similar logistical concern.*

#### 4. 2010 Annual Conference

##### i. Marketing for conference

*Kevin reported the registration packets are out. We are going to start highlighting annual conference activities using targeted email blasts. Water efficiency workshop, tailgate party, research session, and Tom Curtis will be some of the topics in the email blasts. Email blasts will be focused on membership but if there is an operators list or other lists out there, forward them to Jill. Jim suggested trying to blast the leaders of communities. Jill has used the operators list from the DNR in the past, but her experience is that it doesn't often contain the email addresses. Kevin will check into the cost and availability of the mailing list for League of Municipalities, Public Service Commission and DNR and report back.*

##### ii. Electrical Hook Up Issue in Vendor Hall

*Kelly reviewed the costs that she sent out in the financial email prior to the meeting. A discussion was held regarding charging the vendors, paying for all vendors or only certain booths. Joe and Kevin will discuss with MAC at the committee meeting today.*

##### iii. Exhibitor Registrations

*Jill reported we have 61 booths. MAC is doing assignments today. Jill sent a reminder email to those vendors who have exhibited in the past but not yet signed up. Nancy asked to assist with pushing vendors for booths and sponsorships. We can fit over 90 booths if needed. Jill will be emailing out sponsorship requests to those who have sponsored in the past.*

##### iv. Legislative Project-Potential Funding Needed

*Dave reported the Committee met on July 8<sup>th</sup>. The committee decided that they want to try to invite Legislators to the conference and have a time after the key note speaker when they can all get together. The plan is to not charge them or their staff members. Barb, at Donahue, and Dave are putting together the invitations, approximately 150 invites; she has offered to design and print the invitations. We would need to pay the postage for the invites; about \$66 and cards and envelopes; for a total of \$200. This effort will continue to get the WWA name out even if they don't attend the conference. Dave will share a draft of the invitation and Kelly will let the Board know if a budget adjustment is needed.*

v. National Rep

*Jim reported our National rep is Robert Walters. He is a first year vice president. Jim has worked with him and Robert is looking forward to coming. Jim sent out an email several weeks ago about talking points and was asking if anyone had comments to please get them to him by next Friday. Robert will be coming in after the golf outing. He will be speaking at the business lunch to give the message from National. Jim asked that Kevin supply a listing and timing of the awards that Robert needs to present.*

5. Old Business

i. Nominations

*Richard reported we received very few nominations for anything. We have two nominations for senior trustee. We have no nominees for trustee at this point. Richard is not aware of the final Fuller Award selection; Tony Myers is in charge this year. The Leon Smith selection has been made. Gimmicks and Gadgets have one submittal and are looking for more nominations. Lifetime award there is one nomination and one suggestion. Operator Meritorious – we have no nominations for this one, but Richard is working on this. Public Service award we have one nomination. Richard needs to check on Research. Various committees met on July 1<sup>st</sup>, so Richard will check in with those who are responsible for awards. Richard suggested that next year we consider sending out nomination forms to DPW's, City Managers, and Mayors as those individuals may not be members of WWA, and if they know the awards are available they may make nominations.*

ii. Midwest Expo Committee

*Ann Witmer reported the committee will be meeting August 5<sup>th</sup> at Joe's office in Brookfield. The last meeting needed to be canceled at the last minute.*

iii. 2010 Seminar Update

*Jill reported Management is coming up on August 5<sup>th</sup> and we have 15 registrations right now. The water quality seminar is November 9<sup>th</sup> and Jill is working with them on marketing materials for use at the annual conference.*

iv. Legislative Affairs Committee Update

*Dave reported that he hopes the event at the annual conference should help kick start the committee. They hope to meet monthly*

v. Leadership Workshop – Denver July 29&30

*Kevin, Ann and Dave reported they are all set with registrations.*

vi. Website Updates

*Jill reported the website was running very slow. Platinum is going to switch us to a new faster server to help with speed.*

6. New Business

- i. WWA Picture Identification Project  
*Kelly had located a large box of old photos of WWA events. Nancy reported that she called Jim Kelly and he is willing to start going through to try to put names and information on the photos.*
- ii. Meeting with Rural Water July 26  
*Ann reported at the last DNR Liaison committee meeting it led to a discussion about WRWA and WWA teaming on potential future training opportunities. Nancy and Ann will be meeting with Dave and Ken from WRWA on July 26<sup>th</sup> to explore the possibilities. Kevin suggested that they bring up the booth swap at the two conferences like we were able to do at WRWA this year.*
- iii. Other items  
*Dave reported that the Fluoride group that Barb is part of met and reported that they will have a draft plan will be available on July 23<sup>rd</sup>, which he will pass to all the Board members.*

7. Adjourn

**Ann-Perry Witmer, with Kevin Richardson seconding, made a motion to adjourn at 10:05a.m. A vote was held, all were in favor, motion carried.**