

**MINUTES - WWA BOARD OF TRUSTEE MEETING
Friday, October 14, 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), Frank Miller (Trustee at Large), Pat Planton (Trustee at Large), Mike Forslund (Trustee at Large), and Kelly Zylstra (Secretary/Treasurer).

Excused: Jill Duchniak (Member Services Coordinator)

Guest: Ann-Perry Witmer (Incoming Senior Trustee)

ii. Approve Agenda

Jim Chaffee, 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 September 9th, 2011 meeting

Joe Finn, with Nancy Quirk seconding, made a motion to approve the September 9th 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. Kelly shared the annual conference income vs. expenses spreadsheet that she maintains with data going back to 2002.

3. Membership Report

i. Activities, numbers, comments & concerns

Katie provided a membership report prior to the meeting and it is attached to these minutes. For the second month in a row Wisconsin's retention was near the top. This month we were second, compared to first last month. There are currently 47 late members with 10 of those being students. The majority of our memberships for our Section come due in January. Membership has a vice chair and a YP on their committee.

4. 2011 Annual Conference

i. Recap and Evaluation

Dave reported that the conference went very well. The traffic through the exhibit hall did seem low despite the activities in the exhibit hall. Dave reviewed all of the

evaluations; great reviews on the technical program. The attendance for the financial track was low, as expected, but the evaluations for those sessions were very highly rated. The technical program received praise from the Board. Dave reported that several of the tracks received comments that they should have been longer. The idea of 5 minute breaks between sessions was suggested. The bankruptcy session and the lead and copper session were very popular. The UW Student sessions received high praise in the evaluation process and it was suggested that this be continued for future years. It was suggested that we reach out to Universities beyond Madison. Dave and Joe will meet to discuss next year's conference. Dave emailed every speaker personally to thank them for their time and requested they consider submitting for next year.

ii. **Booth Traffic Discussion**

Jim commented that at another section's conference there were 20 minutes breaks between sessions to allow time in the exhibit hall. The activities in the exhibit hall were well attended. Jim likes to see time that is set aside just for booth traffic with activities in the hall; being cautious there is not enough time for people to leave for outside activities. Jim has seen afternoon ice cream socials used by other Sections. Pat reported that the Minnesota section has an opening session and at 10am the exhibit hall opens and nothing else happens until the social hour at 2:30. At 3pm the exhibit hall closes and a MAC Night type event occurs. Door prizes are given out throughout the day; must be present to win. All day Thursday and Friday morning are technical sessions only. Several members felt an all-day exhibit hall only was too long, but a larger gap of time after the opening session for exhibit hall only was a good idea. Joe suggested that the ice cream and exhibit hall only idea could be combined for a hour long time. Concern over redundancy with the Expo in February was expressed if we go with an all-day exhibit hall only at the annual conference. Some vendors commented to Board members that they would prefer to have a one day show, though the majority of vendors say they like the two day show format. Jill reported there were approximately 80 Thursday only attendees. Jim reported that other Sections do guided booth tours; giving people comfort in numbers and the vendors knew they had an interested audience. The tours were grouped by topics. Jill reported that at Expo Vendors could "buy" 10 minutes of time and then they would have a "blue light special" presentation at their booth. Nancy stated that she has been at other professional organization trade shows and has heard that their booth traffic is also down; perhaps due to the recession. Frank commented that since budgets are tight some managers may be avoiding the booths since they don't have money to spend. The Board agreed that the comments and concerns are important to understand, but care must be taken to not overreact. Joe reported that the first day morning rush wasn't there this year; this was confirmed by the breakfast numbers for Wednesday being down.

iii. **WWA Conference Technical Program Discussion**

See agenda items above. Jim asked if we would video tape one or more sessions could we put those out as a webinar or a view to order with CEU credits. Joe reported that Illinois does this already. A brief discussion was held about possibly teaming with Illinois for webinars; Nancy stated she has already discussed this concept with Lori. Care would need to be taken to get the speakers permission prior to sharing their presentation. Katie suggested that a video of the session may not be very engaging and we may have more success if we approach the technical sessions that received high reviews and approach that speaker about redoing their presentation as a video.

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. Leadership Meeting Planning Update

Dave reported the leadership meeting agenda is very close to being completed. He is waiting to finalize the portion of the program that Nancy Sullivan is putting together. Dave has reached out to the Milwaukee Water Council for part of the agenda. Committee budgets and WebEx meetings will also be covered. Dave will be having an open forum for committees to talk about what they are doing. Katie suggested asking the leadership group for comments on the annual conference. Leadership meeting starts at 9am in Lake Geneva.

iii. WWA Directory Update

Jill reported that the directory will be on line and she will be sending an email out to our members. Great Graphics and Platinum are working with us to evaluate the various methods of having it on-line.

6. New Business

i. Committee Chair Performance Review

The group held a discussion on the committee, chairs and future Board Liaisons. Roz is moving to Image and PR, Jeff Rip is going to Water Efficiency, Kelly Olson has joined MAC, Jana Nyhagen is chair of the newsletter, Dan Winkler will take

over Customer Service. Discussion of future leadership and committee size of the membership and education committees was held.

ii. Possible Expo Changes

Joe reported that Distribution would like to move their seminar to be joint with Expo. The Expo Committee wants to move meter madness to the Expo due to the time of the year relative to National; with only a demo at Annual Conference. Kelly provided financial information to the Joe for consideration. Expo Committee would like to do two equal days. A half day Distribution seminar; with the same session being held each day was suggested. TopOps has not expressed any interest in moving from the Annual Conference. This year a demo of meter madness will be held at Expo. Pat will check with the tapping contest winner to see if they would do a demo at Expo in February. Distribution Committee, Expo Committee and Jill will work out the logistics of trying this.

iii. 2012 Board Meeting Schedule

Kevin reported the in person meetings will be

February – Wonderware in Brookfield

April – S.E.H. in Appleton

June - Kenosha Water Utility

August - Janesville

October - Strand in Madison

December – Cudahy Library

iv. Budget 2012

Kelly provided the Board with a draft of the proposed budget via email prior to the Board meeting.

Kelly presented the draft budget to the Board. She will provide the budget and the conference summary spreadsheet with the minutes.

Dave Lewis, with Joe Finn seconding, made a motion to accept the budget as presented. A vote was held, all were in favor, motion carried.

7. Board Liaison Reports

i. National Directors Report

Jim provided his report to the Board via email prior to the meeting. The financial committee has the budget finalized and it will go to the executive committee in January. Budget is tight with continuing declines in membership; the economy is a factor along with a shrinking audience.

ii. Past Chairs Report

Nancy provided her report to the Board via email prior to the meeting. Policy Watch is going very well.

iii. Chair Report

Kevin provided his report to the Board via email prior to the meeting. Kevin went to the Student Chapter meeting at UW Madison and spoke of the benefits of membership.

iv. Vice Chair Report

Dave provided his report to the Board via email prior to the meeting. Dave is actively working on the leadership meeting agenda and planning.

v. Senior Trustee report and Trustee Reports

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

Kelly gave the summary of recent CLEAR sessions: Appleton 8 people from 4 communities, Racine had 11 people from 2 communities; Watertown was canceled due to no RSVP's due to conflict with the Tri County Waterworks meeting on the same day. Upcoming sessions include Sturgeon Bay on the 18th, Platteville on the 20th, and the 27th in Wausau. Working with SWWOA to coordinate a date and time to have a joint training day.

Katie reported that Water Efficiency is having their second joint webinar with Illinois Section. The committee is exploring session topic ideas that they can share with other committees who are having a full seminar. The committee is committed to proving an article for each newsletter.

Katie reported that Youth Education is staying in contact with Milwaukee Water Council and UW Stevens Point (potential water curriculum development).

Katie reported that the membership committee has a goal to increase student membership by 25%.

Mike reported that Ryan Wood is the incoming chair for the Young Professional Committee. They are continuing to focus on University relations and are working with Membership on getting student chapters up and running.

Mike reported that IT & Security has set the date for their 2012 seminar and is working on getting the Forums up and running on the website.

vi. Member Services Coordinator Report

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

8. Adjournment

Joe Finn, with Frank Miller seconding, made a motion to adjourn at 1:35 p.m. A vote was held, all were in favor, motion carried.

<u>WWA 2011 BOARD MEETINGS</u>		
<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

Reminder that the Leadership meeting will be held November 4th at the Grand Geneva in Lake Geneva, WI.

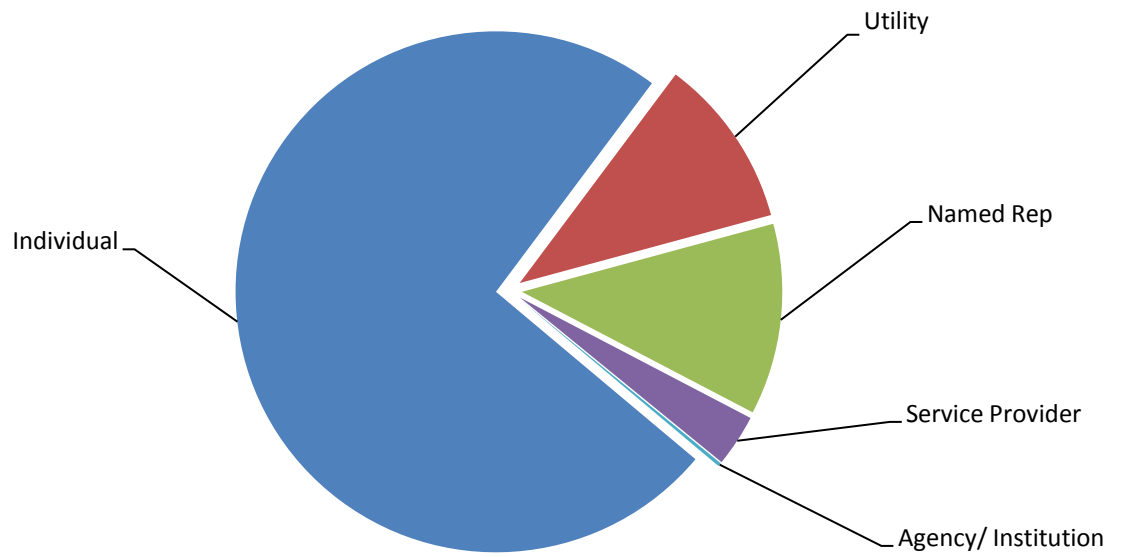
Section Membership

Summary

REPORT SUBMITTED TO
WWA BOARD MEETING - October 14, 2011

BY TYPE:

Individual	Utility	NamedRep	Service Provider	Agency/Institution	Total
687	98	110	30	2	927

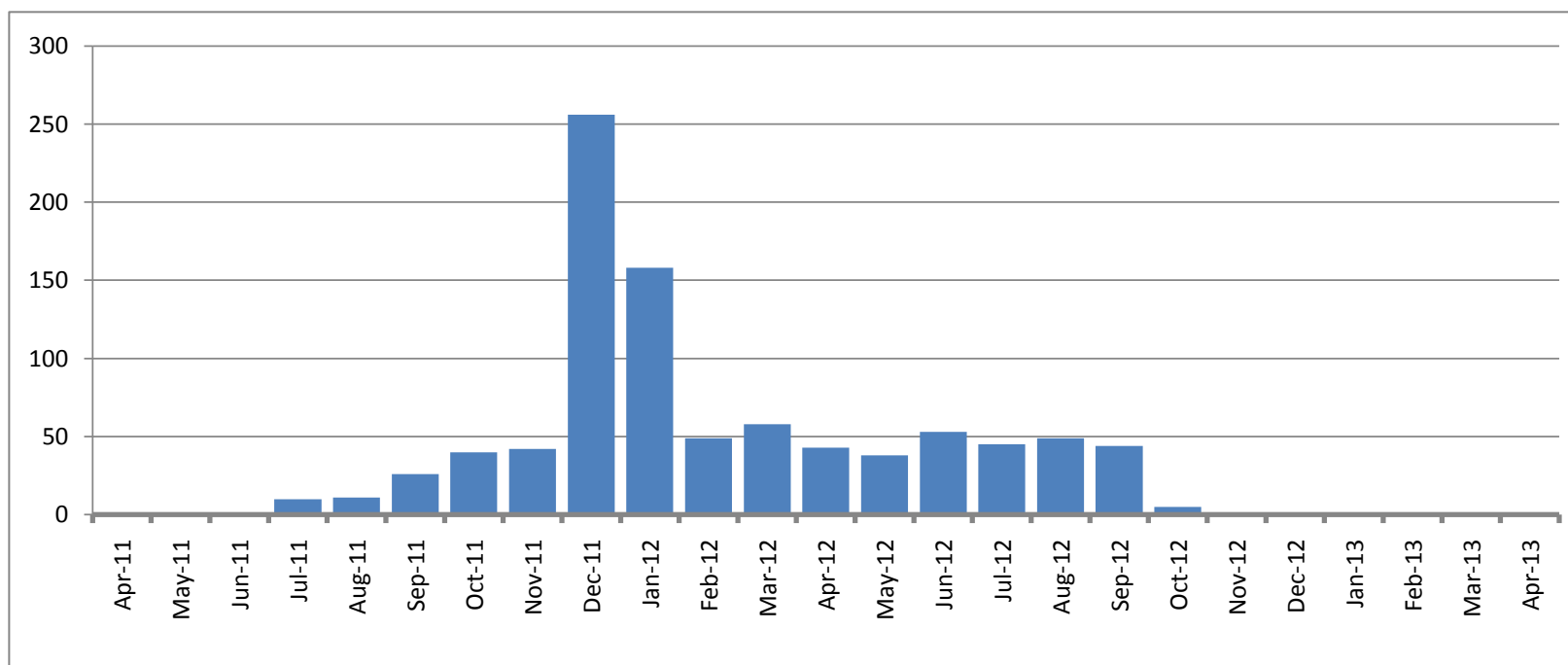


BY GRADE:

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	Total
355	100	84	3	3	104	1	37	0	0	0	2	110	68	17	8	3	1	0	1	13	6	6	1	4	927

BY EXPIRATION DATE:

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	Mar-13	Apr-13	Total
0	0	0	10	11	26	40	42	256	158	49	58	43	38	53	45	49	44	5	0	0	0	0	0	0	927



NEW MEMBERS 09/01/2011 to 10/01/2011
LATE MEMBERS as of 10/01/2011

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