

**MINUTES - WWA BOARD OF TRUSTEE MEETING
Friday, September 9, 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), Katie Karow (Trustee at Large), Pat Planton (Trustee at Large), Frank Miller (Trustee at Large), and Kelly Zylstra (Secretary/Treasurer). Jim Chaffee (International Director) joined at 9:30am.

Excused: Mike Forslund (Trustee at Large)

Guest: Jill Duchniak (Member Services Coordinator)

ii. Approve Agenda

Pat Planton, 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 August 10th, 2011 meeting

Dave Lewis, with Joe Finn seconding, made a motion to approve the August 10th 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, summary of the Board Contingency Fund and transaction report to the Board via email prior to the meeting. The current balances show our checking account totals at \$97,905.28 and \$11,976.38. The high total this time of year is normal due to the amount of bills to be paid in October for the annual conference expenses. After those are paid, any monies over what is typically needed for the next 6 months is moved to the money market to earn a little interest. The balance in the money market is currently \$30,410.81. No statement on the account activity of the M&I Investment has arrived, but will be forwarded to the Board when it does.

Account 1200 – prepaid expenses, has increased due to the deposits paid to the Kalahari for Expo out until 2020. These prepaids will be CSWEA as the years come up.

Accounts 2110 – 2301 vary from month to month on the balance sheet depending on when the taxes and Jill's pension are paid out relative to when the report was run.

The large difference between the bottom line on this month's balance sheet and last month's balance sheet relates to the deposits of the annual conference income.

From the WWWC Transaction report, the committee has a balance of \$9,635.54 available to them. The Nueva Providencia repair project in the field is almost complete, however only a small portion of the bills have been received and reimbursed.

Account 4012 Newsletter advertizing income is at 83% of budget but will still cover 100% of the budgeted expenses (account 7040).

Account 4013 Web Page advertising income is at \$960 or 64% of the budget. This covers about 1/3 of the website technical support expenses (account 5018).

Income accounts for annual conference (4100s) jumped this month as expected. The individual registrations are at 62% of budget, the sponsorships are at 80% of budget and the exhibitor fees are at 51% of budget. We budgeted 86 booths with 4 "extra" booths but are at less than 77 paid booths. MAC sponsorships is at 71% of the budget, this is due to the fact that some vendors when they register as individuals still pay the vendor fee which explains why the two numbers though budgeted based on number of booths do not track exactly. The extra booth registrations are at 40% of budget which likely reflects vendors cutting the number of staff that they are able to send to the conferences.

The final numbers for National meet and greet (accounts 4125 and 7030) are in and in the end the expenses were \$582 over budget. The issue with the venue cashing the checks but not crediting our account has been settled and all is well.

Account 5006, payroll services will be over budget by approximately \$500 due to having asked our accountant for advice on the investment but more importantly by the time needed to deal with all of the questions related to having to fill a full tax statement versus the one we had previously been able to file.

Account 5021 – Summer meeting, all expenses have been paid and it came in under budget by approximately \$400.

Committee budgets (Accounts 6000s) – the majority of the committees are well under their budgets but some will be tapping into those for reimbursement of items for the annual conference.

Expense for the annual conference (accounts 7100s) are in-line for where we are to date. A draft BEO (Banquet Event Order) has been provided by the Kalahari and looks to be on track.

Jill and I are working out the details of the management seminar split will Central States (accounts 4550, 7255 and 8602) and should have that wrapped up by the October Board meeting.

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 that for the month of August, the Wisconsin Section has the highest retention rate among members. The committee continues to actively looking for a vice chair. The Board members were reminded to look at the schedule for the membership booth staffing at the annual conference.

4. 2011 Annual Conference

i. Update on Progress

Dave reported that his wife and Barb from Donahue put together the spouses program. Dave asked the Board to bring extra projectors and laptops for the presentations. Jill reminded the people to label the items so they get back to the correct people. Dave is working on his speech for the business luncheon and if anyone knows of committees in need of assistance with filling leadership roles. Dave has almost all of the speaker forms and bios. Jill's reported that to date there are 84 booths registered for the conference. Jill reported we are at 127 full registrations, 37 for Wednesday only, 50 for Thursday and 10 spouses. Last year we had 155 full registrations, 27 for Wednesday, 71 for Thursday, 3 for Friday and 9 spouses.

ii. National Representative

Dave reported that Dan Hood has received the itinerary for the conference. He will do his talk at the opening session and will only speak for a few minutes at the business luncheon.

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. Nominations / Awards

Nancy reported that she is working with Image and PR committee on the press releases for several utility related awards. Jill and Nancy have the posters ready and she is working on the award announcements. Fuller committee is working on the presentation specifics.

- iii. 2011 Seminar Update
Jill reported the seminars are done and she will be starting to book for next year.
 - iv. Membership Directory Update
Jill reported that progress has stopped due to the work on the annual conference.
 - v. Annual Conference location Ad Hoc Committee Update
Joe reported that they group has had two meetings. We are discussing every location in detail and looking at six different sites.
 - vi. Legislative Newsletter Feedback
Nancy forwarded the newsletter to Nancy Sullivan who forwarded it to Tommy Holmes to share what the section is doing. The Board agreed the newsletter is great.
 - vii. Municipal League Meeting
Bridgette is on the agenda and hopes to give WWA a plug during her presentation on rate cases. They will give us a free booth, but we will need people to staff the booth – Kevin is working on this and will provide the dates.
6. New Business
- i. Wisconsin Leadership Meeting
Kelly reported that this year's meeting will be on Friday November 4th at the Grand Geneva in Lake Geneva. Dave will begin working on the agenda and is open to any great ideas people may have.
7. Adjournment
- Nancy Quirk, with Frank Miller seconding, made a motion to adjourn at 9:46 a.m. A vote was held, all were in favor, motion carried.**

<u>WWA 2011 BOARD MEETINGS</u>		
<i><u>MEETING DATE</u></i>	<i><u>MEETING TIME</u></i>	<i><u>MEETING PLACE</u></i>
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)

August 2011 Retention Rates

Section Code	SECTION	Total ACTIVE+ LATE Members 08/31/2010	Total ACTIVE+ LATE Members 08/31/2011	Year over Year Net Gain/Loss	% Change August 31, 2010 - August 31, 2011	New Members 9/1/2010 - 8/31/2011	August 2011 Retention Rate (ACTIVE + LATE members)**	July 2011 Retention Rate (ACTIVE+ LATE members)**	June 2011 Retention Rate (ACTIVE+ LATE members)**	Dropped Members 9/1/2010 - 8/31/2011	Dropped Members August 2011	New Members August 2011	Total Members 12/31/2010	Dec. 31, 2010 Total With 2011 1% Net Growth
WIS	Wisconsin Section	855	864	9	1.05%	55	94.62%	93.62%	92.76%	63	8	0	888	897
SCR	South Carolina Section	711	724	13	1.83%	55	94.09%	93.58%	93.05%	57	6	2	727	734
SDK	South Dakota Section	234	231	-3	-1.28%	12	93.59%	93.59%	91.95%	12	0	1	232	234
PEN	Pennsylvania Section	2,050	2,149	99	4.83%	237	93.27%	92.99%	92.54%	153	18	9	2,091	2,112
VIR	Virginia Section	1,578	1,615	37	2.34%	145	93.16%	93.21%	91.60%	139	18	11	1,582	1,598
KNT	Kentucky-Tennessee Section	1,314	1,304	-10	-0.76%	85	92.77%	92.20%	92.24%	103	10	3	1,296	1,309
KAN	Kansas Section	551	550	-1	-0.18%	39	92.74%	91.46%	90.28%	39	4	8	541	546
ATC	ACWWA	427	504	77	18.03%	109	92.51%	92.11%	92.99%	43	8	7	431	435
NEJ	New Jersey Section	1,322	1,323	1	0.08%	110	91.75%	91.89%	91.83%	122	14	9	1,335	1,348
NEW	NEWWA	2,003	1,965	-38	-1.90%	134	91.41%	91.11%	90.42%	204	25	10	1,991	2,011
QUE	Quebec Section	196	205	9	4.59%	26	91.33%	95.81%	94.30%	17	3	0	191	193
NEB	Nebraska Section	352	343	-9	-2.56%	22	91.19%	92.13%	92.94%	37	3	1	356	360
OHO	Ohio Section	2,385	2,305	-80	-3.35%	131	91.15%	91.61%	90.41%	224	23	8	2,361	2,385
NEY	New York Section	2,026	2,000	-26	-1.28%	155	91.07%	90.47%	90.23%	186	19	5	2,017	2,037
IND	Indiana Section	1,318	1,294	-24	-1.82%	94	91.05%	90.17%	89.72%	117	13	14	1,294	1,307
AKA	Alaska Section	266	289	23	8.65%	47	90.98%	89.26%	89.63%	41	5	1	271	274
WEV	West Virginia Section	229	226	-3	-1.31%	18	90.83%	93.04%	92.58%	16	3	1	229	231
CHS	Chesapeake Section	939	1,002	63	6.71%	150	90.73%	90.63%	91.07%	99	8	9	934	943
MIC	Michigan Section	1,822	1,804	-18	-0.99%	151	90.72%	90.01%	89.98%	191	17	11	1,842	1,860
SOW	Southwest Section	1,161	1,129	-32	-2.76%	77	90.61%	90.29%	88.68%	120	13	7	1,168	1,180
NOC	North Carolina Section	1,471	1,438	-33	-2.24%	109	90.35%	90.05%	90.48%	141	15	9	1,482	1,497
MOU	Missouri Section	775	747	-28	-3.61%	47	90.32%	90.32%	90.34%	76	7	1	777	785
MIN	Minnesota Section	1,003	985	-18	-1.79%	81	90.13%	90.73%	91.01%	107	18	3	1,022	1,032
PAC	Pacific Northwest Section	2,618	2,596	-22	-0.84%	244	89.84%	90.48%	89.99%	273	46	16	2,625	2,651
WEC	Western Canada Section	712	720	8	1.12%	81	89.75%	88.84%	89.17%	75	5	8	718	725
ONT	OWWA	1,605	1,690	85	5.30%	256	89.35%	89.43%	87.93%	185	24	22	1,641	1,657
CON	Connecticut Section	624	603	-21	-3.37%	46	89.26%	87.44%	86.99%	72	8	3	631	637
ARI	Arizona Section	966	943	-23	-2.38%	82	89.13%	88.49%	88.33%	102	8	10	972	982
GEO	Georgia Section	1,149	1,102	-47	-4.09%	85	88.51%	87.52%	86.81%	112	7	4	1,134	1,145
ALA	Alabama-Mississippi Section	1,023	983	-40	-3.91%	78	88.47%	88.42%	87.31%	109	14	7	1,010	1,020
RMT	Rocky Mountain Section	2,398	2,427	29	1.21%	308	88.37%	88.71%	88.52%	309	31	29	2,463	2,488
INT	Intermountain Section	618	599	-19	-3.07%	53	88.35%	87.44%	86.61%	79	3	2	617	623
FLA	Florida Section	2,550	2,483	-67	-2.63%	245	87.76%	87.28%	86.71%	306	42	12	2,555	2,581
ILL	Illinois Section	2,153	2,078	-75	-3.48%	190	87.69%	88.37%	89.24%	256	45	21	2,157	2,179
HWI	Hawaii Section	491	476	-15	-3.05%	48	87.17%	87.78%	88.55%	79	6	1	451	456
CAL	California-Nevada Section	6,642	6,283	-359	-5.40%	496	87.13%	87.10%	86.82%	853	113	46	6,520	6,585
TEX	Texas Section	3,260	3,194	-66	-2.02%	362	86.87%	86.40%	86.52%	447	47	30	3,250	3,283
MTN	Montana Section	271	248	-23	-8.49%	15	85.98%	88.56%	88.69%	37	8	1	269	272
IWA	Iowa Section	728	671	-57	-7.83%	46	85.85%	85.95%	86.36%	95	9	3	718	725
NDK	North Dakota Section	239	224	-15	-6.28%	24	83.68%	83.67%	89.80%	33	3	0	244	246
ZRO	International Member	749	767	18	2.40%	153	81.98%	81.89%	80.49%	152	18	9	730	737
BRC	British Columbia Section	543	515	-28	-5.16%	70	81.95%	82.09%	80.67%	82	5	3	539	544
PRT	Puerto Rico Section	183	207	24	13.11%	67	76.50%	77.05%	77.96%	42	3	18	183	185
MEX	Mexico Section	331	207	-124	-37.46%	86	36.56%	37.16%	37.39%	205	3	0	319	322
	Total w/Overall Retention Rate	54,841	54,012	-829	-1.51%	5,124	89.14%	89.01%	88.68%	6,210	706	375	54,804	55,352
	Retention Rate is calculated by subtracting total number of new members gained during last 12 months from current member count and dividing the number by last year's member count.													
	Total counts do not include multi-section members.													
	*April-September retention rates are based on Active member count only. Late/total member data is not available from a year ago due to Personify transition.													
	**December retention rate is based on Active plus Late member count.													

