



American Water Works Association Pacific Northwest Section

FALL TRUSTEES MEETING MINUTES FRIDAY, OCTOBER 12, 2018

Call to Order

- The meeting was called to order at 9:01 a.m. in the Shore Room at Coeur d'Alene Resort in Coeur d'Alene, Idaho, by Chair Mel Damewood. Also present: Chair Elect James Dean, Past Chair Dan Kegley, Trustees Suzanne De Lorenzo, Ronda Farmer, Alex Mofidi, Dan Sleeth, and Julie Smitherman; AWWA Director Kari Duncan; Budget Committee Chair Jamie Porter; PNWS Executive Director Kyle Kihs. Trustee Lynn Stephens and Treasurer Bob Ward were excused.

Chair's Report: Mel Damewood

- The chair recognized the passing of John Aho of the NW Oregon Subsection and his contributions to the organization.
- Board activities have focused on three initiatives:
 - Increase subsection and committee outreach and foster partnerships between subsections and committees. Our new organizational structure and meeting format has been successful and opportunities for joint education appear to be positive.
 - Provide financial accountability. Our Finance Committee comprised of Porter, Dean, Kihs and Ward have put together a balanced budget for 2019 with options; budget and budget memo have been posted on the website for transparency and to accept comments.
 - Increase involvement with AWWA.
 - Mike Stuhr of Portland Water Bureau is incoming Standard Council Chair and Executive Committee member
 - Brenda Lennox now AWWA past president
 - Alderwood Sewer and Wastewater District took first place over 27 competitors at ACE for best tasting water.
- Regional Meeting of Section Officers in Sitka in August with other Region IV members. PNWS is clearly a leader in the region and great credit goes to the unprecedented dedication of volunteers.

Association Directors Report – Kari Duncan

- Membership – currently over 52,000 members; over 51,000 for 9 straight months
- Veterans Initiative ongoing and successful
- Water Equation – funding operator scholarship and Community Engineering Corps, budget is on track. PNWS and NW Washington Subsection both sponsoring scholarships. Trustee Lynn Stephens won the first CE Corps Excellence award recognizing her contributions to CE Corps.
- ACE 2018 a success with 11,500 + attendance.
- AWWA India not completely self-sufficient but things are moving well
- Water Policy and Leadership – monitoring legislation, including Farm Bill and WIFIA
- Clackamas River Providers received national Exemplary Source Water Protection Award; PNWS recognized for donations to Water Equation
- AWWA Exam Prep – new app helps prepare for exams

Executive Director Report – Kyle Kihs

- Section Election: electronic ballots will be issued first week in November to each member. Polls close December 31
- Conference registration and vendor booth selection begins January 2.

Treasurers Report – Mel Damewood (for Bob Ward)

- Section finances are in good health and 2018 reserve will exceed minimum requirement.

- Investment income was on track through August and Conference earnings were exceeded by \$10,000.
- In contrast to a \$14,000 deficit predicted, budget may be about \$15,000 ahead in terms of revenues vs. expenses. Deficit is not anticipated even if market continues to go down.

Spring Meeting Minutes and New Rules of Procedure

Motion: Dean moved to approve the spring meeting minutes, seconded by Kegley. Motion carried unanimously.

Rules of Procedure – Mel Damewood

- Damewood reviewed the proposed changes to the Rules of Procedures as presented in line in and out version. Changes include expansion of affirmative action statement (1.0); Executive Director responsibilities (3.7); clarification that Trustees may not be committee members (to avoid conflict of interest) (4.4); changes to financial procedures, establishment of Budget and Finance Committee (4.1.1); changing nomination process to Spring meeting instead of Fall, changes in AWWA Director nomination process; provide for electronic balloting (7.0)

Motion: Kegley moved to approve the revised Rules of Procedure with one change, revise membership of Budget and Finance Committee to replace Chair with Chair-Elect, seconded by Duncan. Motion carried unanimously.

2018 Tacoma Conference Financial and Survey Results – Ronda Farmer

- Attendance was over 1,000 and over \$90,000 returned to coffers.
- Mostly positive feedback with some concern about Competition Night not incorporating food and entertainment.

2019 Vancouver Conference – Tyler Clary, Tyler Wubbena

- Meeting monthly with LAC and event planner.
- Competition structure is evolving, plan to use park across the street with local breweries and food carts with tents erected in case of inclement weather.
- Golf tournament will be at Camas Meadows
- On line registration provider has changed.
- Hotel construction is ongoing so will need shuttles to bring attendees from hotel across the river.

MSC Committee – Kristin Kihs

- New sponsorship plan is being developed for Hospitality Tents during competition night in the park.
- Can host 101 vendors, 7 of which are premium booths located in the lobby; due to space constraints will not be able to have food breaks & silent auction in the vendor hall so need to find other ways to draw people in to vendor area.

Conference Program – Cheryl Capron, Elizabeth Edgar

- Vancouver venue is presenting challenges because of small size. Food service has spilled into meeting and tech session rooms and only 5 tracks will be run on Thursday.
- Five pre-cons including “Train the Trainer” and Water Information Technology.
- Tracks are mostly finalized and will start notifying speakers and submitting for CEUs.
- Room assistants, etc. can be recruited now and list sent to Conference Planner.

E&T Fund – Bob Willis and Jeff Lundt

- Heather Pennington from Tacoma Water is new E&T Fund Board member.
- Market correction is affecting gains but fund is stable with reserves and incoming donations.
- New dedicated scholarship fund in the name of Kathy Merry.

- Jeff Lundt presented a check from the NW Washington Subsection to fund a new dedicated scholarship fund in the name of Bill and Teddy Beckman
- Scholarship funding for 2019 will be between \$26,900 and \$29,700.
- Expecting \$200,000 more in dedicated principal in next five years.
- E&T will need to start looking at fundraisers without traditional funding from Board.
- Plan to address Trustees annually at strategic planning session to explain E& T Fund. E&T Chairs will meet with Damewood, Dean and Kihs to discuss presentation content and timing.

Recess

The meeting was recessed at 10:25 for the purpose of a break. The meeting reconvened at 10:44.

Ad-Hoc Update: Leadership – Chris Wanner

- Venue for the Leadership Symposium is Yakima in 2019 and Salem in 2020, dates to be determined.
- Survey to Section members will be developed to assess interests.
- Damewood asked that information on tracks, content, speakers, venue and potential sponsors be provided at the Winter board meeting.
- Suggestion that a Leadership Symposium web page be developed.

Public Information – Robin Pederson

- Seeking Board approval for the proposed Public Information Committee Charter. Draft has been prepared and is on Committee website page. **Presentation received unanimous Board support** and was welcomed as a possible template for other committee charters.

Bridging the Gap – Chris Young

- Chris Young presented “Bridging the Gap”, a concept geared toward connecting members nearing retirement with new members. The initiative would begin with “living history” interviews to capture stories of retiring professionals which would contribute to leadership and growth opportunities for newer members and convey the value of AWWA to the industry.
- The concept was presented at the YP Summit with 96% interest from the group and input that preferred method of delivery is Podcast. Podcasts would also be transcribed to make them available on the website and in the Association magazine.
- First interview would be with Brenda Lennox.
- Not predicting any cost at this time, but if quality is not as hoped, an upgrade budget may be requested in the future.
- Expected member engagement through Facebook and Instagram will be interactive and relatable.
- Goal is to have initial Podcast completed by Spring conference.
- Board support for pulling in Membership Committee and 20/20 rather than establishing an ad hoc committee.
- **Unanimous support from Board expressed for the project.** Chris will work with Julie Smitherman to integrate with Membership Committee.

TRUSTEE PUBLIC WORK SESSION

Conference Schedule Change

- Proposal to move the Trustee meeting to Friday would shorten the conference by one day.
- Elimination of Friday night banquet and institution of an awards luncheon would mean a greater number of general membership could be present for awards and scholarship announcements. All would shorten the conference by one day. Vote will occur at Winter meeting, and if approved would start in 2021 Boise conference. Feedback will be solicited prior to Winter meeting.
- Change would also mean education sessions offered instead of a general session with keynote speaker. Vendor event would be one day instead of two so need to focus membership on vendors in the one day.
- Suggestion that Board members should be honored for service at proposed awards luncheon.

- Some tension between new and longer-term members about loss of tradition but comments have mostly been positive during committee discussions.
- Plan would result in cost savings but is not driven by that; could make conference more accessible as attendees would not have to be absent from work as long.
- Suggestion of a more informal event on Friday - closing ceremony of some kind.
- Suggestion that, since attendees want education and CEUs; maybe Board meeting should be on Wednesday during pre-cons so there will not have to be choice between presenting to Board and going to class
- Post-conference survey generally indicates that conference “drags on” – so change is member driven as well.
- There was discussion that Committee meeting time should be given a reserved time block in future PNWS Conference schedules. The focus of the discussion included options such as providing reserved time in the conference schedule for either (a) a large, open-table room format for the general membership to interact with committees, or (b) for committees to hold focused meetings in different rooms. Either way, it is important that this time does not overlap with other technical tracks if at all possible.

Philanthropy Division Discussion

- Committee has been developing best practices to deal with donor fatigue which has been evident over the last few years.
- Philanthropic Advisory Council would work with Philanthropic Division to guide them and help them get the most of their events, possibly provide toolkits and track calendars to avoid overlapping events.
- Current Philanthropic Ad Hoc Committee would become Philanthropic Council; this will require Bylaws or Rules of Procedure changes which could be voted on at the Winter meeting. Roles and responsibilities will also be developed for presentation at Winter meeting.
- **Plan received unanimous Board support.**

Combined Subsection/Committee Training Beginning Fall 2020

- Proposal is to have one meeting and one venue for SAC and Committee training. Noted there was support from committees at this meeting; it may help save costs on meetings to combine events; would also be an opportunity for committees to work with subsections to capture things that may be lost from not connecting.
- The proposed change in schedule will be discussed at the Winter meeting.
- At this time there is no movement around changing the current practice of reimbursing subsections for attendance although there is some concern from committee members as they are not currently being reimbursed for attendance
- If approved, the Winter meeting will be discontinued in 2020.

2019 Budget Approval

- Damewood reviewed his budget memo and reiterated the proposed changes to the 2019 budget, including
 - Elimination of Section ACE Meet and Greet.
 - Elimination of second place team travel support to ACE for all competitions.
 - Shifting of some committee support funding to help support inaugural 2019 Leadership Symposium.
 - Raise in registration cost for annual conference.
 - Eliminate the annual \$10,000 contribution to the E&T fund with annual contribution dependent on budget projections to support it.

Public Comments

Mike Grimm as part of AWWA Member Enhancement Committee, hoping one person will be allowed to attend the membership summit in Denver. It was noted that additional funding had been provided to the Member Engagement Group to allow for this.

Elizabeth Edgar asked how much of the budget is invested. Kihs explained investments are in mutual funds and tiered CDs. If needed, funds could be obtained in 3-5 days from a mutual fund.

Cheryl Capron noted that conference attendees come from both supportive and non-supportive employers. Some employers will only pay for attendance if CEUs are available. She supports the condensing of the conference and elimination of the banquet. Some avenue of exposure is needed to represent to employers that there is more to a conference than CEUs. She supports the consolidation of divisions and logical connections among committees. Conference change will present some logistics problems but she is confident they can be dealt with creatively.

Motion: Sleeth moved to approve budget as submitted, seconded by Duncan.

During discussion, Kegley expressed support of budget process and transparency but concern about reduction in committee and E&T Fund support. He does not want to increase the costs to the membership without a return in value.

Vote: Motion carried, 8-1.

TRUSTEE COMMENTS OR UPDATES

James Dean: nothing to add to committee reports; expressed thanks to Chris Young for "Bridging the Gap" initiative.

Kari Duncan: thanked Water Utility Councils in Oregon, Washington and Idaho for providing great leadership in areas of governance and legislative leadership. Tri-WUC meeting coming up in Vancouver. National awards deadline was October 1, thanks to applicants.

Dan Kegley: Washington WARN held tabletop exercise simulating a volcano eruption, focused on resource requests as well as mutual aid. Well attended. ORWARN event in September had an overall network response theme.

Ronda Farmer: Section donated \$129,000 to Water for People this year. New fiscal year is starting in November with first event Wheels for Water on Nov. 3.

Dan Sleeth: prefers term "team" instead of "division" for new structure. Small Systems continues to struggle, will bring some ideas forward at Winter meeting. Engineering and Distribution combined to put on a great class after initial low registration numbers led to postponement – rescheduled class had 64 attendees. Utility Management is involved in Leadership Symposium planning. Women in Leadership event set for Feb. 6 in Lynnwood.

Mel Damewood (for Bob Ward): Audit Committee reviewed NW Washington last year with minor changes to their system; this year's subject has not been chosen yet. Audit has a succession planning issue with retirement coming up.

Julie Smitherman: Committee work is impressive; YPs are now doing webinars, next scheduled in November. Membership Committee has been struggling, hope Podcasts will give fresh air and inspiration. Hope to strengthen outreach methods.

Adjourn

There being no further business, the meeting was adjourned at 12:15 p.m.