



American Water Works Association Pacific Northwest Section

Board Call For Action at Special Meeting: 2016 Section Budget Amendment November 24, 2015

Section Chair Randy Black called a special GoToMeeting Webinar of the PNWS Board of Trustees to order at 1:00 PM on November 24. Those on-line included: Chair Elect Lacey Goeres-Priest, Past Chair Jason Canady, AWWA Director Brenda Lennox, Dan Kegley, Brad Taylor, Jacki Masters, Jeff Lundt, Jennifer Garbely, Mike Whiteley, Treasurer Marshall Thompson and Executive Director Kyle Kihs. They were joined by Budget Committee Co-Chairs Ken Johnson and Jamie Porter.

The purpose of this meeting was to approve the Section 2016 budget. *Background: At the conclusion of the 2015 Fall Trustee Meeting the budget showed a \$10,080 deficit. Chair Black asked the Trustees to return to their committees and see if they could either increase income (offer more trainings) or decrease projected expenses.*

Chair Black asked the Budget Committee to provide an overview of the current proposed budget. Using video conferencing Budget Co-Chair Jamie Porter gave an overview of the current Budget which now shows \$16,806 of projected income for the year. This reflects:

- New training opportunities being offered by the Distribution, Water Quality and Small Systems Committees.
- Adjusting expected Boise Conference attendance expectations and their associated expenses to more realistically reflect past attendance figures.
- Credit card fees lowered by \$18,000 due to duplicate accounting.

Chair Black stated that everyone received a memo from our Executive Director stating the four options that were available to the Board to consider regarding the projected increase in available funds. They were:

- Do nothing.
- Fund the WaterTown USA Game Request
Budget Request: \$10,000
PNWS would enter into a partnership with the International Museum of Games and Puzzlery (IMOGAP) to develop and produce a learning game about water distribution systems called WaterTown USA. The game is intended to be sold to individuals through

science museum gift shops and to water utilities that wish to provide a learning game for use in elementary school classrooms.

- Value of Water Public Campaign Promotion via Social Media and Bill Stuffers

Budget Request: \$10,000 - \$15,000

The objective of this campaign is to gain support from public officials and the general public for what we do as water professionals. Currently these groups do not understand the nuances of providing water. This campaign would educate and engage the public and stakeholders about how water is essential, invaluable, and worthy of investment. By raising awareness of water's importance, we increase the perceived value of water amongst the public. As a result, our efforts hope to create more opportunity to generate money for our water systems.

- 20/20 Vision

Additional Budget Request: \$5,000 - \$10,000

Section Chair Randy Black's 20/20 Vision is twofold: increasing membership and bridging the water/wastewater employment gap. To accomplish this he has engaged the Young Professional and Membership Committees to create and implement this plan which consists of five parts:

- Organizational Structure (accomplished)
- Campaign Materials
- Website
- Contacts
- Career Fairs/Local Events

The 20/20 Vision committee currently has a \$1,000 budgeted for 2016. Are an additional \$5,000 - \$10,000 needed to accomplish these goals in a more timely fashion?

Chair Black then opened the floor for discussion.

Trustee Brad Taylor opened the discussion by asking if the Board considered a contingency for committees that do not make their income projections?

While this has not historically taken place, the consensus from the Board was that this could certainly be an option for some or all of the projected income.

Section Chair Elect Lacey Goeres-Priest discussed the importance of the 20/20 Vision and its need for funding to create professional marketing materials that could be used at job fairs and for outreach to students and veteran's. The current proposed budget of \$1,000 will not go far. Additionally, we have future needs for web site upgrades for potential employees and employers to post resumes and internships. Currently we have decentralized the creation of marketing materials to members. The results have created a non-coordinated and disjointed

product. Asking water professionals to design marketing material may not be the best use of our expertise. Perhaps a consultant should be hired to provide us with a professional booth and materials that will entice individuals to move to careers in water.

Board discussion revolved around the desire for the 20/20 Vision committee to provide them with 1-2 tangible items that they want to accomplish in 2016 and then do the same annually over the next five years of this plan. The consensus was that while the Board supports the 20/20 Vision initiative there is still quite a bit of grey area on deliverables and timelines. Perhaps a contractor would aid in this as well.

Trustee Jacki Masters moved that the budget for the 20/20 Vision be increased from \$1,000 to \$10,000. Dan Kegley asked to amend the motion so that a designated fund be created for this initiative for future years. Jacki accepted the amendment. This motion was seconded by Chair Elect Goeres-Priest. Motion passed 8-1. Chair Black abstained from the vote. Trustee Jeff Lundt voted nay, but supported the initiative just not the creation of a designated fund.

Chair Black asked if there was further discussion on any of the other three recommendations by staff? No discussion.

Past Chair Jason Canady moved the Board approve the amended 2016 Section Budget showing \$7,806 in revenue which could be used as contingency for underperforming income projections. Seconded by Trustee Dan Kegley. No discussion. Motion passed 10-0.

Chair Black then called for the creation of an ad-hoc committee to look at increasing opportunities for veteran's to find jobs in the water profession. AWWA Director Brenda Lennox clarified that the role of this ad-hoc committee should be to create partnerships at the local level between veteran's organizations and our industry, possibly considering regional job fairs etc. She recommended that Treasurer Marshall Thompson, a veteran himself, chair this ad-hoc committee. Treasurer Thompson agreed and Chair Elect Goeres-Priest and Trustees Mike Whiteley and Dan Kegley also agreed to be on the committee. Trustee Brad Taylor volunteered fellow Eugene Water and Electric Board employee and veteran Keith Jeskey as well.

Trustee Kegley moved that the Board create a Veteran's Ad-Hoc Committee which was seconded by Chair Elect Goeres-Priest. Motion passed 10-0.

The Special Meeting: 2016 Budget Amendment was adjourned by Chair Black.