Conference Committee Meeting Minutes

Date 9/8/2017 | Location HDR

Meeting leader | Curt Courter
Type of meeting | September Committee Meeting

In attendance

Mike Ambroziak | Seth Fronk
Gretchen Baumgardner | Tom Galeziewski

Tom Braatelien | Patrick Goodfellow
Larry Hanson | Sarah Rogowski
Fred Rouse
James Taylor
Steve Wedwick
Mike Worlton

Jesse Black | Jim Wright
Chris Richards

Craig Caggiano | Towanda Heape
Edward Taggard
Erin Mulligan

Mike Caruso | David Iwanski
Lisa Jackson
Anupa Jain
Jeanne Jensen
John Masche
Chris McDonald

Curt Courter | Asia Philbin (on Phone)

Lisa Culbert
Clayton Freed | Bob Hollander (on Phone)

Amber Page
Marie Peartree
Carol Johnson (on Phone)

Topics Discussed

To Do List

- Call for abstracts
- New AZ Prize – shortlisted awardees get space at convention? Not going to be ready for May, topic by November (cross promote) hint on prize is that canals will have prominent role

Lunch Options (substitute “banquet hall” with “ballroom”)

- Will work well with BBQ Wednesday night
- Attendance numbers displayed are actual numbers from 2017
- Seating will stay for both days in the exhibit hall
• Have the option to add third line with pre-prepared options (sandwiches/wraps, etc.) from concession stand in exhibition hall on Wednesday
  o Options should be determined and advertised on signs in exhibition hall, and in other formats prior to the event (website, registration, brochure, program, etc.)
• Boxed lunch will have better signage/flow in ballroom – subcommittee needs to address signage
• Costs increase slightly in using ballroom on Thursday, but equipment for stage and AV in exhibit hall will offset.
• No concerns with proposed lunch options

BBQ Final Selection (Wednesday proposed day for BBQ)

• Shortlist (cost/location/capacity)
  o Copper Blues/Standup Live (1100 capacity without CM Taqueria)
    ▪ Smaller room to north being remodeled to more open and better flow
    ▪ Increase occupancy to about 500 people (need 600)
      • Will need to incorporate Standup live side
      • Need to mitigate poor communication on this area
        o Place food on this side, and have a minimum of 4 food stations
      • Band is included and will be visible
    ▪ Addressed fire alarm. Received compensation for the false alarm
    ▪ CM Taqueria (downstairs) is also owned by same group (allows for additional 400)
      • Cons: More segregation (down stairs)
      • Pros: more food choices and quality
    ▪ Discussed including more BBQ theme food – will increase costs somewhat
    ▪ Changed management at venue, motivated to correct lessons learned and keep AZ water
    ▪ Updates and recommendation at next meeting
    ▪ Holding the date, venue wants 25% down payment within a month
      • 50% recoverable if cancelled within 30 days
        o Write agreement so we can apply down payment to one of next two years
  o Deuce
    ▪ Can accommodate “thousands”, it’s a warehouse, and may be hot (swamp cooled)
    ▪ Water Reuse Symposium holding event here on Tuesday (9/12)
      • Approximately 200 attendees expected
      • Need temporary restrooms (trailers) to accommodate our group
  o DBacks
    ▪ Venues will not allow complete buy out until schedule for 2018 is released
      • Late fall (after WS)
  o Bob weighed in that he liked the venue from last year as long as we address concerns

Awards
• Schedule:
  o Wednesday (AM breakfast award)
  o Thursday (Lunch Operator/Evening Reception)
• Friday (Lunch, national awards)
  o Concerns on venue, not food offered
    o Thursday will now be in ballroom to address these concerns
• Awards Reception (Thursday PM)
  o Evaluate costs associated with PCC ballroom/hotel
  o Potentially move to ballroom at PCC
    ▪ Significant cost savings
    ▪ No location change required for attendees after conference
    ▪ Create a more intimate space in ballroom
      o Condense tables? Separate room with dividers
    ▪ Keep timing and time of awards same as 2017
  o Goal is to keep the event “classy”
• In 2017, changed award type to a more eco-friendly company
  o Got good feedback and same costs as previous
  o Going with this vendor again for 2018
• Nominations will open early Jan 2018
  o Introducing new awards this year
  o Making effort for more outreach/participation
• Potential for national awards being evaluated

Sponsorships
• 2017 updated sponsorships
  o Brought in $50k, without significant effort
    ▪ Undervaluing sponsorships
  o 33 sponsorships sold in 2017
    ▪ Platinum, gold, silver
      o Platinum level set at $4k
      o May be undervalued, considering $5k
    ▪ Unless there’s a concern, will increase prices
      o Adding something with price increase would be preferable
      o Pt and Au get ad in program (good value already) hard to determine
    ▪ Title sponsorship considered?
      o One only and at least $10k
        o Evaluate how other conference handle this? Examine regional conferences
        o Gretchen will evaluate this and report back with a package
  • SRP potential? SRP wanted info when approached in 2017
    o Willing to participate in sponsorship
    o Not large participation (four members in AZ Water database currently)
    o This could be a venue to getting more participation
  o Seeking input on what other value we can give to sponsor
    ▪ Powerpoints at lunches
    ▪ Signage
    ▪ Lanyards
- Lunch bags
- Hotel key cards
  - Dependent on how many stay at the hotel
- Extend to Kachina advertisement / E-blast (related to conference)
- Give away bag
- App placement
- Name the rooms at the convention center?
  - $5k Pt seems right sized, evaluate others for changes based on Title sponsor pricing
  - Early start allow for more time and can get sponsors in brochure and program
  - Meter mania will continue to handle own sponsorship – most is in kind
    - Looking for sponsorship to send winners to national competition
      - Two people and coaches to ACE (in Vegas this year)
      - Need to find funding/sponsorship for this
        - Meter mania sponsorship could be rolled into one of the other sponsorship levels
          - This will require coordination with conference sponsorship subcommittee
        - Offer two/three at $2500 and see how this goes?
          - Label this “competition sponsorship” and utilize how we see fit. Allows flexibility
      - Not much interest in separate competition sponsorship last year
        - Keep this as a subcategory to an existing sponsorship level
        - Also add as individual contribution option in all registration??

**Contests & competitions**

- Meter Mania – no updates
- Top Ops
  - Clayton F lead this effort
  - No tie in to national conference this year, just do it for fun
  - Trivia with teams of 1-3 members
    - 5-10 min competition between two teams
    - AWWA has sets of questions
    - Hold competition(s) Wednesday throughout the day
    - Finals at BBQ
    - Assemble a one-page flier in the upcoming Kachina
      - Registration open in early fall
    - No costs, except for trophy and buzzers
- Hydrant hysteria/tap water taste test/Operations challenge
  - Above competitions have no champion, table these for now
    - Operations challenge may present at the exhibition hall

**Operator Training**

- Need more committee participation (see powerpoint)
- Tentative schedule (see PowerPoint)
Program Cover Graphic

- Stay with similar to last year’s graphics
  - Two options developed (left 16, right 7) – (see PowerPoint)
    - Committee accepted left side design
    - Find different color theme?

Keynote Speaker update

- List provided based on input from the committee (see powerpoint)
  - Keynotes during Wednesday breakfast and Friday Luncheon
    - Bill Gates (Wednesday Breakfast)
    - Working on Friday Luncheon
      - All below Flake are from last year’s list
        - Water4 co-founders are similar to water for people??
      - Second page list
        - Pat Mulroy (fee?)
        - Acting BOR – no information available on this person
          - Check with Patty Kennedy
        - Killing the Colorado documentary (reporter Abrahm Lustgarten)
      - Other ideas?
        - Pat Mulroy
      - How to prioritize these?
        - Subcommittee!!

Schedule

- 2018: Keep the status quo – Wednesday – Friday
  - 2019 change to Tuesday – Thursday
- Abstracts Due – Oct 30
- Abstracts Review – Nov 3
- Abstract Scores – Nov 20
- Tech Program – Dec TBD
- Board Approval – Jan 19

General Discussion:

- Capital Times Proposal
  - Panel regarding communication with the media
    - Speakers from AZ Republic, Capital times, etc.
      - Three editors and two public relations experts
  - Something different (positive)
  - Could drive more communications personnel participation in conference
  - Dave to pursue and report back

Next Meeting:

- Sponsorships

Sub-Committees:
<table>
<thead>
<tr>
<th>Conference Chair/Board Liaison</th>
<th>Marie Pearthree</th>
<th>Student Poster Session</th>
<th>Nashita Naureen/Clayton Freed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Chairs</td>
<td>Curt Courter (Chair), Craig Caggiano (Vice Chair)</td>
<td>MFR Events</td>
<td>Mike Ambroziak</td>
</tr>
<tr>
<td>Past Chair</td>
<td>Gretchen</td>
<td>Operator Training</td>
<td>Doug Berschauer</td>
</tr>
<tr>
<td>Task Force</td>
<td>US!</td>
<td>Check In/Proceedings</td>
<td>Tricia Cook/Patrick Goodfellow</td>
</tr>
<tr>
<td>Keynote, Theme, Program &amp; Panel</td>
<td>Marie Pearthree</td>
<td>Job Fair</td>
<td>Jeanne Jensen</td>
</tr>
<tr>
<td>Moderator</td>
<td>Tom Braatelien</td>
<td>Sponsorships</td>
<td>John Mache/Gretchen</td>
</tr>
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<td>Baumgardner/Dave Iwanski/Coord.</td>
</tr>
<tr>
<td>YP Committee Liaison</td>
<td>Clayton Freed</td>
<td>BBQ</td>
<td>James Taylor/Lisa Culbert/Sub-com.</td>
</tr>
<tr>
<td>Exhibitor Liaison</td>
<td>Mike Ambroziak</td>
<td>App</td>
<td>Amy Baker</td>
</tr>
<tr>
<td>IT</td>
<td>Patrick Goodfellow</td>
<td>Meter Mania</td>
<td>Arthur Lomeli/Towanda Heape</td>
</tr>
<tr>
<td>Registration Chair</td>
<td>Cindy Martinez</td>
<td>A/V and Room Setup</td>
<td>Larry Hanson</td>
</tr>
<tr>
<td>Awards Chair</td>
<td>Sarah Rogowski</td>
<td>Regulatory Outreach</td>
<td>Kevin Chadwick</td>
</tr>
<tr>
<td>Conference Program</td>
<td>Debbie Muse</td>
<td>Signs</td>
<td>Maria Brady/Mike Caruso</td>
</tr>
<tr>
<td>Manufacturer Technical Session</td>
<td>Mike Ambroziak</td>
<td>Website</td>
<td>Clayton Freed/Patrick Goodfellow</td>
</tr>
<tr>
<td>Keynote</td>
<td>Marie P</td>
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</tr>
</tbody>
</table>

**Lunch sponsors:**

<table>
<thead>
<tr>
<th>When</th>
<th>Lunch Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 16th</td>
<td>Hazen</td>
</tr>
<tr>
<td>July 15th</td>
<td>Black &amp; Veatch</td>
</tr>
<tr>
<td>August 11th</td>
<td>Garver</td>
</tr>
<tr>
<td>September 8th</td>
<td>Arcadis</td>
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<tr>
<td>October 6th</td>
<td>HDR</td>
</tr>
<tr>
<td>November 3rd</td>
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<td>December 15th</td>
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<tr>
<td>January 12th</td>
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<tr>
<td>February 9th</td>
<td></td>
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<tr>
<td>March 2nd</td>
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</tbody>
</table>

**Thank you Arcadis for sponsoring this month!**

**Action Items**

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<table>
<thead>
<tr>
<th>Topic</th>
<th>Action Item</th>
<th>Assigned to</th>
<th>Start Date/Deliverables/Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comments from Survey</strong></td>
<td>Oversee PCC staging company</td>
<td>Exhibitor Liaison e (Mike A)</td>
<td>May 2018</td>
</tr>
<tr>
<td><strong>Exhibitor Presentations</strong></td>
<td>Change “Innovative Manufacturer Technology” to “Vendors and Manufacturers Track”</td>
<td>Craig C/Clayton</td>
<td>ASAP</td>
</tr>
<tr>
<td></td>
<td>Reach out to vendors / manufacturers to explain new format for presentations (Vendors and Manufacturers Track), and coordinate separate scoring of these abstracts</td>
<td>Exhibitor Liaison e (Mike A)</td>
<td>ASAP</td>
</tr>
<tr>
<td></td>
<td>Develop options related to “Vendors and Manufacturers Track” (separate track in technical program/in exhibitor hall/mobile tracks, etc.)</td>
<td>Exhibitor Liaison e (Mike A)</td>
<td>Start Nov 20(^{th}), after abstract deadline and based on response</td>
</tr>
<tr>
<td><strong>BBQ Location Selection</strong></td>
<td>Evaluate Deuce and report back</td>
<td>BBQ Sub-committee (James T)</td>
<td>Oct Meeting (10/06/17)</td>
</tr>
<tr>
<td><strong>Keynote(s)</strong></td>
<td>Form Keynote Sub-committee, determine priority for speakers</td>
<td>Marie Pearthree</td>
<td>Oct Meeting (10/06/17)</td>
</tr>
<tr>
<td><strong>Competitions</strong></td>
<td>Meter Mania: Coordinate with treasurer (Asia) potential to send winner to national competition</td>
<td>Meter Mania Sub-committee (Arthur Lomeli/Towanda Heape)</td>
<td>August-2018, update for Sept Meeting (09/08/17)</td>
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<td>Hydrant Hysteria: Determine champion for this competition</td>
<td>Mike A</td>
<td>August-2018, update, Sept Meeting (09/08/17)</td>
</tr>
<tr>
<td><strong>Competitions (cont.)</strong></td>
<td>Safety Operations Challenge: Determine champion for this competition</td>
<td>Jesse Black</td>
<td>August-2018, update, Sept Meeting (09/08/17)</td>
</tr>
<tr>
<td>Top Ops: Develop Kachina one-page flier</td>
<td>Clayton</td>
<td>ASAP – fall deadline soon</td>
<td></td>
</tr>
<tr>
<td>Create Cvent Sub-committee creation</td>
<td>Develop Cvent Sub-committee (Mike A, Patrick, Marie, Gretchen, etc.)</td>
<td>Patrick</td>
<td>ASAP</td>
</tr>
<tr>
<td>Exhibitor Tiered Booth Pricing</td>
<td>Evaluate options for making tiers and pricing for exhibitor locations</td>
<td>Cvent Sub-committee (Patrick)</td>
<td>August 2018, Meet and discuss issues, update at Sept Meeting (09/08/17)</td>
</tr>
<tr>
<td>Create Lunch Sub-committee creation</td>
<td>Develop Lunch Sub-committee (Mike A, Patrick, Marie, Gretchen, etc.)</td>
<td>Craig</td>
<td>ASAP</td>
</tr>
<tr>
<td></td>
<td>Determine Lunch type</td>
<td>Lunch Sub-committee (Craig)</td>
<td>August 2018, Meet and discuss options for lunches, Sept Meeting (09/08/17)</td>
</tr>
<tr>
<td>Awards</td>
<td>Awards Update: Determine options/decisions related to awards (i.e., type and timing)</td>
<td>Awards Sub-committee (Sarah)</td>
<td>August 2018, Provide information to Conference Planning Chairs for slides in Sept meeting by 08/28.</td>
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<td>Operator Training</td>
<td>Operator Training Update: Determine options/decisions related to Op Training (i.e., type and timing)</td>
<td>Operator Training Sub-committee (Doug)</td>
<td>August 2018, Provide information to Conference Planning Chairs for slides in Sept meeting by 08/28.</td>
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<tr>
<td>Sponsorship</td>
<td>Sponsorship Update: Refine options/decisions related to sponsorship (i.e., type and timing)</td>
<td>Sponsorship Sub-committee (John M)</td>
<td>Oct Meeting (10/06/17)</td>
</tr>
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