



Board of Trustees Meeting Minutes

January 20, 2017

Lansing, MI

Present: Greg Alimenti, Mark Coleman, Clyde Dugan, Jaime Fleming, Bill Maier, Barbara Marczak, Christine Spitzley, Amy Vail, Joe VanderStel, John Willemin

Absent (excused): Mike Williams

Guest: Jerry Harte (partial attendance)

Staff: Bonnifer Ballard

The meeting was called to order at 9:04 am.

Willemin welcomed everyone and explained the approach to the agenda, to help the Board become more strategic in its deliberations.

Approval of Agenda

MOTION: Dugan moved with support to approve the agenda as amended. Motion passed unanimously.

Approval of Minutes

MOTION: Maier moved with support to approve the minutes as amended. Motion passed unanimously.

Approval of Consent Agenda

MOTION: Dugan moved with support to approve the consent agenda. Motion passed unanimously.

Strategic Session

Strategic Plan

Coleman reviewed the proposed update to the Strategic Plan. Willemin thanked the Planning & Strategy Committee for their work. The Board provided minor edits. Spitzley asked about distribution. The distribution plan will include hard copies at the Section booth at Joint Expo, publishing the brochure in Water Works News, posting the updated brochure on the website, and including an announcement about the updated plan in the weekly email. Coleman will revise and provide Ballard a final file for distribution.

MOTION: VanderStel moved with support to approve the 2017-2020 Strategic Plan as amended. Motion passed unanimously.

Strategic issues on the horizon

The Board had a discussion about factors on the horizon that may have a significant impact on the water sector, members, and the Section. Highlights of the discussion include: workforce development, consumer confidence, infrastructure, public health, interdepartmental collaborations, source water assessment and protection, regulatory changes, providing value to members, research, volunteerism, and financing in water departments.

Communications Plan

Ballard provided an overview of the plan. Dugan suggested that we add boards and commissions to target audiences. Marczak asked to be removed as the point person in the tactical plan as that is incorrect. There is general concern about the cost of implementing the plan; the Board asked Ballard to monitor expenses closely.

MOTION: Maier moved with support to approve the communications plan as amended. Motion passed unanimously.

Identify spokespeople

The Board agreed with the recommendations and asked that the Task Force extend invitations to the potential spokespeople.

Coordinator

The Board asked Ballard to ask Brian Steglitz if he would consider the role of coordinator. GLWA communication staff may also be considered for this role. Randy Roost should be considered as an option as well. Ballard to check back with the Communications Council to see if they identified someone already before reaching out to anyone.

Council and Committee Review Task Force

Vail provided an update about the Task Force's activities. The Task Force found lots of confusion, poor communication in and out of the councils, and continuing frustration about how to get things done. The Task Force will continue with their exploration and are on schedule to make recommendations to the Board at the summer Board meeting.

Business Plan Update

Ballard indicated that she still has some updates to make including pronoun use and reflecting the desired culture of an approachable and informed membership. She also reviewed the potential revenue sources and asked that anyone with grant experience contact her because she will be exploring developing a grants program. She pointed out that the revenue-expense projections had been updated but the price increases had slowed from the original forecast to allow the Section to address the Section Assessment. She will provide a more fully updated plan at the next Board meeting.

MWEA MOU

MOTION: Coleman moved with support to approve the MOU with MWEA. Motion passed unanimously.

Updated Executive Director Scope of Work

MOTION: Coleman moved with support to go into close session for the purpose of discussing the Executive Director's scope of work. Motion passed unanimously.

Closed session began at 11:53 am

Closed session ended at 12:27 pm

MOTION: Marczak moved with support to give the Director the authority to update the Section Executive Director's contract for recommendation to the Board. Motion passed.

MOTION: Vail moved with support to allow the Executive Director to get a Speedway gas card issued, with a maximum annual credit line of \$3,000 and with Secretary/Treasurer as a co-card holder, for the Executive Director's use on Section Business and eliminate the mileage reimbursement for said business activities. Further, direct the details be worked out between the Executive Director and Secretary/Treasurer to accomplish the intent of this motion. Motion passed.

Director's Report

Coleman provided an update on Association initiatives through a video on AWWA 2020, which includes 4 strategic themes: finance, branding, education, and membership. He then shared the Director Messaging documents from the Association that offers succinct highlights in the four strategic areas of what the Association accomplished in 2016 and what it hopes to accomplish in 2017. Coleman also shared an update on various other aspects of the recent Association Board meeting. There was discussion on how effective the video was and a desire to consider video in our communications with Section members.

Chair's Report

Willemin reminded people of the Flint Infrastructure Water Summit March 7-9, 2017. The Association and Section are sharing a sponsorship of the Summit, which offers a booth. David LaFrance is a speaker for one of the plenary sessions. Other details about involvement are still to be worked out. Willemin suggested that we may need help around the booth but it won't need to be staffed the whole time. Willemin then reported on a meeting with DEQ leadership to discuss the partnership and working on the renewal of the Joint Funding Agreement. He reported that Brian Steglitz represented the Section on the Infrastructure Commission and that the recommendation report is complete and released. He suggested that the Section continue to monitor the evolving Flint situation to determine if the Section has any future role as things evolve.

Willemin met with the co-chairs of the Safe Water in Ecuador committee. He expects to see their business plan, which includes a fundraising plan, later this year. SWIE also provided an update on the in-country partners, Codiense and Reach Beyond. There was some discussion about liability issues. The Section will continue to support the travel insurance. There is ongoing discussion about professional liability insurance; this is an area of risk but doesn't appear to be of great risk. Willemin also provided an update on UPCC. The committee has a new chair with lots of energy. He, the Vice Chair of Education & Training Council, and staff are meeting with the

UPCC chair and other members in the near future to address some lingering operational concerns. He also reviewed the Association awards for Michigan water professionals.

Willemin mentioned the farewell article that Randy Roost included in the Winter issue of Water Works News and was seeking ways to recognize him for his years of editing. Spitzley to work with Ballard on putting something together to present during MI-ACE. Willemin provided a quick update on working with APWA on a water track. Marczak is working with other members on pulling content together. He congratulated Coleman on being elected Vice President of the Association. He relayed an invitation to IL Section's WaterCon2017. If interested, Board members should contact Willemin or Ballard. Finally, the Association is offering some free webinars for student chapters so Willemin and Ballard forwarded the info on to contacts at some schools.

Executive Director's Report

Ballard provided an operational update. Year end activities are underway, some being done by Ballard and others being done by Ariel Veneziano. Ballard completed staff performance reviews and the new cloud file storage system is actively being populated with Section files. She reported that the virtual volunteer open house had less than 20 people participate, but that six new people stepped up to volunteer. Bruce Bartley, who is acting as a volunteer coordinator, has followed up with all of them. The concern is that when he passes them on to other volunteers in leadership, there is inconsistent follow through. Ballard also mentioned that the Section together with MWEA will be putting out a formal request for proposal for Joint Expo since the current contract expires after the 2019 show. She explained that although the Lansing Center has addressed many of the concerns raised, parking remains a limiting factor for growth.

Section Assessment

Willemin introduced the topic. He called the Board to support the effort whole-heartedly. Ballard provided an overview of the process and campaign, and strongly encouraged the Board to participate in the webinar and help to get out the vote.

MOTION: Fleming moved with support to approve a \$1700 budget toward promotion of the Section Assessment. Motion passed unanimously.

Reserve Policy

Willemin introduced the policy proposal submitted by Secretary/Treasurer Mike Williams.

MOTION: Dugan moved with support to approve the policy as presented. Motion passed unanimously.

MI-ACE venue contracts

MOTION: Maier moved with support to allow the Secretary/Treasurer to sign contracts for 2019-2024 venues for the Section Annual Conference. Motion passed unanimously.

No Water No Beer Festival Funding

Fleming introduced this public awareness campaign. Harte added details about the vision for registration.

MOTION: Vail moved with support to approve a \$400 budget to contribute to the Festival.
Motion passed unanimously.

Endorsements for AWWA Committees

Coleman reported that the Association Services Committee is tasked with suggesting members for Association Committees. He asked for the Board to add their Endorsement to the applications being submitted. Bruce Bartley is applying to be on the Water Science & Research Division. There may be another person for Member Engagement & Development. The endorsements would be signed by the Section Chair. These are due January 31, 2017. This endorsement encourages members to get involved at the Association level.

MOTION: Coleman moved with support for the board to endorse applications for Michigan members to apply for association committees. Approved unanimously

Michigan Water Academy Update

Ballard started by letting the Board know that the Advisory Committee had met recently and accomplished a great deal in terms of framing out the structure and classes. She also let them know that to complete the trademark registration, classes have to be open for registration before the end of January. Ballard reported that the classes the Advisory Committee believes will be available during 2017 are customer service, basic waterworks, and communications for water professionals. She is planning to have an initial marketing piece done to introduce the Academy during Joint Expo. She confirmed that the Education & Training Council will play a key role in reviewing and/or developing content for each course as well as developing courses that may not fit within the Academy structure.

Joint Expo Update

Ballard reported that the exhibit space sold out before the end of the year and that registration for Operators Day is up 30% compared to the same time last year. The Infrastructure Finance Seminar seems to be at pace with previous years, at 35 people registered to date. She reported that the Young Professionals Committee has raised \$4700 in sponsors and that the Mixer will be held at the Lansing Brewery this year. Ballard also reminded folks that the exhibits close at 2pm on Wednesday, an hour earlier than previous years. She encouraged Board members to volunteer and in particular to help encourage voting for the Section Assessment. Each member who votes at Joint Expo will be entered into a drawing to win a gift card.

Board Activities

Willemin ran through the events coming up for Board members.

RMSO – Fleming and VanderStel will attend providing their employers agree

Summer Workshop – Ballard and Spitzley will go. The second board member is TBD.

Board-Council mid-year meeting – the Board agreed that this is a valuable touch point during the year. Willemin will reserve the FTCH-Lansing training room for May 17 and extend an invitation to Chairs and Vice Chairs of Councils. Ballard to add it to the web calendar, 11am to 2pm.

Spring Regional meeting – Board members to provided updates as follows:

Gaylord – Vail; UP – Alimenti; Kalamazoo – VanderStel; Mt. Pleasant – Dugan; Livonia - Coleman

Leadership Retreat – is scheduled for 10/19 and 10/20 at Bay Pointe Inn in Shelbyville
April 28 is the next board meeting.

Visitor Comments

Jerry Harte from MWEA gave an update on organizational activities. He reported on a new management training series. He provided the Board an overview of 2016 for MWEA. He also shared with the Board that MWEA has an issue with Board succession and may ask for help from Board members on input for developing a Board succession plan. Harte reported that he may retire in 2018.

Flint Update

Maier provided a brief update on his involvement with the sub-committee.

Cleveland Water Alliance Update

Spitzley provided a brief overview of the Cleveland Water Alliance. They are hosting a hack-a-thon to solve water technology problems in major cities like Cleveland, Toledo, Detroit, and others. There may be a partnership potential there.

ACE17

Willemin asked who was going to ACE17 and what might be done for branding us all Michigan. He asked folks to think about and submit ideas. Ballard will book a table for Fuller and offered to book ACE17 hotel rooms for anyone going.

Retention

Marczak handed out retention notes and asked that people complete and mail them as soon as they can.

Meeting adjourned at 4:01pm