



Board of Trustees Meeting Agenda

Thursday, October 4, 2018
Shelbyville, MI

Present: Greg Alimenti, Bill Fritz, Wayne Jernberg, Ken McDonough, Cheryl Porter, Christine Spitzley, Pat Staskiewicz, Aaron Uranga, Joe VanderStel, Mike Williams

Absent: Mark Coleman, Paul Reinsch

Staff: Bonnifer Ballard

Called to order at 8:00 am

Approval of Agenda

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

Approval of Minutes

MOTION: Alimenti moved with support to approve the Board of Trustee meeting minutes dated July 12-13, 2018 as amended. Motion approved unanimously.

MOTION: Spitzley moved with support to approve the Executive Committee meeting minutes dated Sep 4, 2018. Motion passed unanimously.

MOTION: Alimenti moved with support to approve the Annual Business Meeting minutes dated Sep 13, 2018. Motion passed unanimously.

Consent Agenda

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

Operations Dashboard
GLSLWR Advisory Committee Liaison Report
LSL Replacement Collaborative outreach

Secretary/Treasurer's Report

2018 Financial Statements

Williams provided some background into the financial oversight required by the Board, for the benefit of new Board members. He went on to explain the goal of the Board to break even every year, to maximize resources to the benefit of members while operating within our means. He then walked people through some highlights of the Statement of Activities and the Year End projection, which as of the date of the meeting shows a small net surplus.

Investment update

Williams explained that the funds over and above the reserve amount required by the Board's Reserve Policy were invested into a mutual fund portfolio that is environmentally conscious. He emphasized that this is a long-term effort.

2019 Budget Process update

Ballard explained that budgets went out to chairs of councils and committees earlier in the week and that this year, because of the Board's new Spend Policy, the chairs are being given only one opportunity to make any

requests for changes. She assured the Board that she would make every effort to hear from everyone at least once, regardless of any request for changes, to ensure everyone is engaged in the process.

Conflict of interest policy

Williams asked Ballard to collect the signed Conflict of Interest forms from each Board member.

Strategic Session

Fritz explained that the organization of the meeting agenda allows for discussions about strategic issues at the front end of the meeting.

DEQ Utility Partnership Committee

Fritz recapped the discussion about this committee from the summer board meeting. Spitzley then provided an update about the creation of this Committee from her and Ballard's meeting with DEQ. DEQ is on board with the idea and agrees that there is a need for this effort. The committee structure was worked through and DEQ will supply five people to serve on the committee and the Section will supply five. The Board then discussion where the committee will fit within the Section. Porter wanted to make sure that we would address the tough issues as well. It was agreed that there may be some confusion about the distinction between the Government Affairs Council's role engaging DEQ and the purpose of this new committee. It was agreed that Fritz would invite Steglitz to be chair and have him draft a committee charter. Fritz will determine the remaining members. Ballard will then schedule the kick off meeting with DEQ for this committee.

Member Value Proposition Introduction

Ballard asked the Board members to take a few moments and work through a few exercises to help crystalize their thinking about the member value proposition. Some key aspects of value include: networking, training, advocacy, manuals and standards, the diversity of perspectives, multi-generational perspectives, trust of AWWA colleagues, accessibility of resources, common language with a feeling that "this my people." Ways the Section become more valuable include: make the website easier to find things, the Section can be more visible, all of us need to tell our story better and communicate the idea that you can't afford to not be a part of AWWA. Ballard let the Board know that this was the beginning of this conversation and that they would continue this dialogue at future Board meetings.

Strategic Planning

Fritz decided to defer this to the next meeting since Coleman was absent.

Updated Registration Model

Ballard presented some new information about cutting edge membership models that offer flexibility and "frictionless experiences" for members. She explained that this issue is coming up because we seem to be experiencing more substitutions so the Registration Policy needs to be clarified. She went on to explain that a more modern approach would take a different technology solution. Jernberg volunteered to work with Ballard to investigate the issue. Fritz asked Ballard to include someone from the Membership and Education Councils in the effort.

MOTION: Staskiewicz moved with support to approve an upcharge for allowing substitution. Motion passed unanimously.

MOTION: Jernberg move with support to approve the update to Board Policy 7.3 showing the upcharge language. Motion passed unanimously.

Michigan Water Academy

Ballard reported the Academy continues to fall to the end of the list as operational and event deadlines demand her attention but that slow progress is being made. She reported that she is in discussion with GLWA on bringing the Academy to Detroit specifically for GLWA and their member communities.

Council Updates

Fritz reminded the Board that he plans to always have council updates on the agenda and would like to see all Councils supply a report of some kind for the Board packet.

Membership

McDonough gave a quick update of Membership, highlighting their meeting during MI-ACE. Ballard added that staff met with the Chair and Vice Chair prior to the Retreat to help facilitate the transition.

Technical Networking

Jernberg reported that he will be meeting the Chair and Vice Chair today and plans to help the Council with some of these goals and with adding members to the Council. The Council is trying to put together a networking event around line 5's impact on water.

Education & Training

VanderStel reported that Gary Wozniak took over as Chair and Jaime Hockemeyer as Vice Chair. He expects to see a lot of action in the coming year. The Council is looking to create review courses and the courses this year went well. The group is now turning its attention to planning courses for 2019. The Council will be looking at reaching out to other councils to see how they can collaborate on projects over the next year.

Conference & Recognition

Alimenti reported that the evaluations from MI-ACE were tabulated and he provided some highlights of comments. Overall the comments were positive with constructive input on what to look for in future trainings. The Council continues to look at awards to determine what will be given in 2019. It was suggested to introduce project awards and paper awards to address mid-career professionals.

Communications

Uranga reported that previous Vice Chair Michelle Zdordowski stepped into the Chair role and Angie Goodman is now Vice Chair. There will be some changes in implementation but the Council will continue with the four goals the Council has in its current work plan. Zdordowski will begin to manage the Lezotte Miller relationship as part of the transition from previous chair Brian Steglitz. Steglitz has chosen to remain on the Council. The Council continues to work on various awareness pieces and the social media program is growing. The social media volunteers are doing a presentation at regionals as well.

Government Affairs

Porter reported that the fly in was successful. The Council has also been active with the implementation of the LCR and keeping tabs on the new statewide infrastructure council. The Governor accepted the MI-AWWA recommendation of Carrie Cox for the Water Asset Management Council. The Council also hired a lobbying firm, Midwest Strategies Group. Ballard will update the lobbyist phone call meeting invite to include the new Board members.

Chair's Report

Fritz reviewed the organizational chart. The DEQ-Utility Partnership Committee will go on the left with the other Board committees. Another change is to add a Social Media Committee to the Communications Council.

Fritz reviewed the Board calendar and suggested that liaisons have their Chairs schedule meetings for the whole year. He pointed out ACE, Regional Meeting of Section Officers, and the Summer Workshop on the calendar.

Fritz also reiterated the role of the Trustee as liaison to the Council, being their voice at the Board level. He encouraged them to attend meetings and to stay in communication with the Council Chair. He suggested that each of them should have copies of their Council's work plan, budget, and roster. He also reviewed the due dates of the materials for packets and said that his goal is to get packets out at least one week ahead of the meeting so that members have time to review materials.

Fritz raised the issue of structure. He asked that the Board to consider ascending the Manufacturers Advisory Committee to a Council and merging the Membership Council and the Technical Networking Council. Williams shared how the Indiana Section's MAC works. It was pointed out that the association has a guide for how to build your Section MAC. Fritz plans to continue this discussion during the Retreat with Council members.

Director's Report

Deferred due to Coleman's absence.

Executive Director's Report

Ballard explained that operational highlights are provided in the Operations Dashboard which was in the consent agenda.

Ballard went on to explain the need for an increased credit line and credit cards for the remaining staff who don't have them.

MOTION: Uranga moved with support to approve an increase in the credit limit to \$23,500 with spending limits as follows: Ballard up to \$15,000; Johnson up to \$7,500, Veneziano up to \$500, and Willemin up to \$500. Motion passed unanimously.

Ballard provided an overview of the draft technology plan and asked for feedback. Staskiewicz suggested that Ballard look into leasing laptops. There was general agreement on the concept. Ballard will bring a final technology plan that includes more detail to the Board in January.

Ballard went on to explain that staff experiences two times each year where the work doesn't match the staff's capacity. And that creates a snowball effect with many projects falling behind and then staff in a cycle of playing catch up. She explained that we cannot afford additional staff and that she plans to spend some time looking for efficiencies to see if we can't alleviate the pressure on staff. Staskiewicz asked her to look at using volunteers where possible.

Visitor Comments

No visitors were present.

Board Activities/Calendar

Fritz reviewed the upcoming calendar of events and confirmed those doing the Section Update at Fall Regional Meetings.

UP Distribution 9/25-26 – Reinsch

Livonia 10/2 – Fritz

Kalamazoo 10/3 – Alimenti

Mt Pleasant 10/23 – McDonough

Gaylord 10/24 – McDonough

He reminded the Board that the next Board Meeting is to approve the 2019 Budget. It is a webinar on Dec 7 at 10:00am.

Privelege of the Floor

Spitzley reported on the Michigan Cleaner Lake Erie through Action and Research (MI-CLEAR), which is an effort to create policies protective of Lake Erie. The group is seeking to formalize the group and looking for support of the charter. Fritz asked that Spitzley forward the charter to the Board for review.

Meeting adjourned at 11:20 am.

Respectfully submitted by Mike Williams, Secretary/Treasurer