

LEADERSHIP MEETING NOTES

Virtual Meeting via Zoom

Friday, November 6, 2020

Welcome

John Richmond welcomed the group to our 20th annual Leadership Meeting and outlined the meeting agenda. This meeting provides WIAWWA leaders with an opportunity to meet outside of the Annual Conference to discuss Section issues.

The following is a list of attendees who were present at the Leadership Meeting:

Last Name	First Name	Committee/Board	Email
Barrilleaux	Amy	Image and PR	ABarrilleaux@madisonwater.org
Bednarski	Matthew	Management	bednarskimj@cdmsmith.com
Beyer	David	IT & Security	dbeyer@ruekert-mielke.com
Broeckert	Dale	MAC	Dale.Broeckert@foth.com
DeMaster	Christine	Finance	ccramer@trilogy-llc.com
Dobson	Jodi	Board	jodi.dobson@bakertilly.com
Duchniak	Jill	Staff	jill@wiawwa.org
Ewanowski	Nathaniel	Young Professionals	nate.ewanowski@strand.com
Finn	Joe	EXPO	joe.finn@wonderwaremidwest.com
Gebeau	Angel	Board	angel.gebeau@aecom.com
Hay	Andrea	Image and PR	AndreaHa@greenbaywi.gov
Hope	Richard	Board	richard.hope@aecom.com
Kaplan	Kelsey	MAC	Kelsey.kaplan@redflint.com
Larson	Al	Board	alarson@madisonwater.org
Larson	Ross	Customer Service	ross.larson@marshfieldutilities.org
Lemke	Joel	Board	jlemke@stevenspoint.com
McCarthy	Tianna	Young Professionals	tmccarthy@cbssquaredinc.com
Miller	Frank	Membership	millerf@ci.cudahy.wi.us
Novak	Susan	Engineering & Construction	s.novak@trotter-inc.com
Nunn	Sarah	Board	sarah.nunn@ctwcorporation.com
Oberstadt	Heidi	Consultant	heidi@theoberstadts.com
Pucel	Jean	IT & Security	jeanpu@greenbaywi.gov
Reid	Linda	Consultant	linda@water365.us
Richmond	John	Board	john.richmond@marshfieldutilities.org
Stenzel	Annette	Board	astenzel@kenosha.org
Strand	Jon	Small Systems	jstrand@cbssquaredinc.com
Vaulman	Maggie	AWWA Section Relationship Manager	mvaulman@awwa.org
Welk	Daniel	Treatment Ops	daniel.welk@milwaukee.gov
Wojtkiewicz	Susan	Board Elect	swojtkiewicz@donohue-associates.com
Wood	Ben	WWWC	ben.wood@strand.com
Wood	Ryan	Engineering & Construction	ryan.wood@strand.com
Zylstra	Kelly	Newsletter	kzylstra@waukesha-water.com

2021 WIAWWA Calendar

John presented a calendar for 2021 indicating the timing of meetings, trainings, events and deadlines. Attendees added items to the calendar during the meeting, which is attached. He also requested that committees try to get an article into the Newsletter by the January 21st deadline.



Words from AWWA (with Q & A Time)

Maggie Vulman provided an update on behalf of AWWA. Anyone should feel free to contact her for any reason at mvaulman@awwa.org or 720-415-7514. She described the resources that are available to sections including bylaws, leadership webinars, summer workshop, RMSOs, strategic planning, weekly letters and conference support. AWWA asks that sections review their bylaws every five years, and Maggie is willing to help with this process. The section support microsite is dedicated to the needs of section leaders for annual conference planning, grants programing, “how-to” guides and membership tools. All current section leaders have access to the microsite.

AWWA is strong and getting through the pandemic with a good outlook. The year started with about 52,000 members and it’s expected to drop to 48,000 by year-end. Overall, they are budgeting conservatively; and are expecting a \$4,000,000 loss for 2020 and a \$2,000,000 loss for 2021. The section allotment money was prioritized in their budget, is fully funded, and is expected to remain consistent with prior years. The core value of protecting public health has been a commitment throughout the pandemic. She also explained AWWA’s pandemic response. They are monitoring things often with their policy guideline and strategic plan to ensure AWWA stays on a strong path.

John added that it’s in our WIAWWA strategic plan to use Maggie and the AWWA resources more often. He encourages everyone to ask Maggie any questions that arise throughout the year.

Committee Chairs and Liaisons

John displayed a diagram showing all Board members and the committees they are liaisons to. He asked committee chairs to take a look at who their liaisons are for the year 2021.

Board Meeting Locations and Dates

The Board meeting locations and dates for 2021 are as follows:

Friday, January 8 at 9:00am – via Zoom
Friday, February 12 at 9:00am – Stevens Point Water Utility
Friday, March 12 at 9:00am – via Zoom
Friday, April 9 at 9:00am – Green Bay Water Utility
Friday, May 14 at 9:00am – via Zoom
Friday, June 4 at 9:00am – Stevens Point AECOM Office
Friday, July 9 at 9:00am – via Zoom
Friday, August 13 at 9:00am – Madison Water Utility
Friday, September 10 at 9:00am – via Zoom
Friday, October 8 at 9:00am – Kenosha Water Utility
Friday, November 12 at 9:00am – via Zoom
Friday, December 10 at 9:00am – Marshfield Utilities

Conference Discussion - 99th Recap, 100th Planning and ACE 2021

John explained that he was overall happy with how the 99th Annual Conference went this year, but is open to comments on how to improve things. Everyone realizes that preparations for the

2020 virtual conference had to be done quickly; so now that we have more time to prepare for 2021, we are open to suggestions for improvement. Some of the comments include:

- For the virtual exhibit hall, it might be nice to have a method available for private discussions with someone, rather than having a public discussion as the only option.
- It would be great to get a group of people together who participated in the Annual Conference this year and brainstorm ideas for the next conference.
- We could try to improve attendance at the exhibit hall booths. One idea might be to try having attendees collect codes from booths they visit for a prize drawing, or something similar.
- A little more direction on how to navigate a virtual conference would be helpful, so people will know what to expect.
- Possibly short time slots could be added for exhibitors to put a plug in throughout the day (during technical sessions), rather than just having a large block of exhibitor time at the end of the day.
- Having the same fee for exhibitors as individuals was greatly appreciated.

We all hope the 2021 Annual Conference will be held in person, but we may need to plan for it to be virtual again. If we do a hybrid model, there will be additional costs with using IT services at Monona Terrace. Sarah and Jill are researching options and are also waiting to hear more from the DNR regarding operator credits. They will know soon whether a hybrid model for the conference will work.

Now that we have some experience with holding a virtual conference, the planning process for our 100th Annual Conference should be a little better than what John had to deal with. Since it is our 100-year anniversary, we'd like to do something big. In the next two months, Sarah will be reaching out to various committees to start planning activities. If anyone has ideas, they should let her know. She will need to figure out when and how to set up an initial planning meeting for February since the Expo is cancelled. She has created an Ad Hoc Committee consisting of former Chairs to gather ideas on what works and what doesn't. We had about 170 people in total, including speakers (114 paid individuals and 18 paid exhibitors) attend the conference this year, as compared to 300 people and 80-90 booths at past conferences. Committee chairs are encouraged to look into doing their seminars hybrid also, if possible.

ACE21 is currently planned to be held in-person in San Diego in June 2021. However, competitions have been cancelled. If anything changes, AWWA will try their best to let sections and members know as soon as possible.

Budget Presentation

The 2021 budget process had to be one of the most difficult budgets to prepare for WIAWWA, as there are so many unknowns with the Covid virus and its impacts for next year. The Board made its best guess, knowing that it may be amended throughout the year. The Board approved a budget deficit of \$63,067 for 2021, which the organization can sustain without a problem. We have an unrestricted cash balance of \$220,000 which consists of excess funds that should be used to improve the organization and be given back to our membership.

Several assumptions were made in preparing this year's budget, as follows:

- Assumes an in-person Annual Conference (probably a hybrid model), but assumes fewer people may attend due to Covid.
- It'll be our 100-year Annual Conference, so we are hoping to do something special for it in 2021. It will cost more than in past years.
- ACE21 is planned to be held in-person this year in San Diego, but there will not be any competitions for tapping, hydrant hysteria, meter madness, taste test, etc. Therefore, we will not be sending anyone this year to compete. We are planning to hold a Wisconsin Night Meet and Greet, though.
- The Expo and Distribution Seminar have been completely cancelled for Feb. 2021, so there's no profit budgeted for these events.
- Annette emailed all committee chairs to get an idea of their plans and budget requests. All committees that plan to hold an in-person seminar are in the budget, but assumed that less people will attend due to Covid. Therefore, revenues and variable expenses are predicted to be a little lower than usual. Maybe some of the seminars could be held virtually as well as in-person for those that feel uncomfortable with attending.
- We have two consultants (Heidi and Linda) helping us tackle the communications and education pieces of our strategic plan and have been budgeted a cost of \$55,000 total. This additional cost comprises most of our deficit budget.
- We will also be working to improve our website in 2021, so there's some additional cost in the budget for this project. We are also anticipating that there will be no more website advertising revenues.

The budget is meant to be a fluid guide or plan for 2021. As these assumptions change throughout the year, our budget may be amended accordingly.

All committees should be aware of their 2021 approved budgets. Due to time constraints for this meeting, we are not able to list all the various committee budgets; but we strongly encourage committee chairs to contact their board liaisons to obtain their specific budget amounts for seminars, committees and/or events. If you have specific budget questions, please feel free to email Annette at astenzel@kenosha.org. Also, if something comes up during the year that you think would be a great idea for your committees to do, please let your liaison and the Board know of your ideas. The Board will always consider committee ideas/events that would benefit our organization, and we have excess funds to do so.

Tax Exempt Cards

John displayed the 2021 tax exempt card that should be used by anyone making purchases on behalf of WIAWWA. Since we are a 501(c)(3) nonprofit organization, we should not be paying sales tax on our purchases.

Strategic Plan Update

John stated that the mission and vision of WIAWWA hasn't changed, and are written as follows:

WIAWWA Mission: WIAWWA unites the Wisconsin water community to protect public health and to provide safe and sufficient water for all. Through collaborative leadership, WIAWWA advances technology, education, science, management, sustainability and government policies.

WIAWWA Vision: WIAWWA is the trusted advisor on safe drinking water in the State of Wisconsin.

The status of our strategic plan is discussed at each of our monthly Board meetings. Heidi and Linda, our hired consultants, have been helping greatly with tackling our strategic plan goals and actions. The four areas our goals are focused on include Communication, Education, Organizational Stewardship and Membership. There are committees assigned to each of these tasks and will be contacted soon to help.

Communication – WIAWWA will communicate effectively to serve its members and the water community.

Heidi introduced herself as the Communications Consultant for WIAWWA. She has been working on updating our email list to ensure it's current and accurate. She is surveying members to gather information, will use the information learned from the survey to tailor communications and will then update the membership database. She is also working to create a contact list of past attendees for seminars and conferences in order to help promote future events. Our database needs to be continually updated to match changes as they go through AWWA. We will move away from using Constant Contact as our email tool and will go through our database instead. She's creating categories of non-member groups, so they can be contacted for events they usually attend. During her process, she noticed several people didn't have access to our website. Therefore, she's encouraging people to update their contact information and create an account through our website. She's also helping to update our website with improvements, develop a social media engagement plan (especially for the younger generations) and create an internal-use-only list of regulators, legislators, health professionals and news agencies for information distribution. An email schedule that can go out for 2021 is being created, so it'll be less stressful to come up with items during the year. She's also working on developing a new member connector/liason list, sending thank-you gifts to members and using social media to promote events and trainings.

Education – WIAWWA will provide accessible, high-quality, affordable education on needed topics and will connect water professionals across Wisconsin to knowledge resources from both across North America and worldwide.

Linda introduced herself as the education consultant for WIAWWA. She explained that we can help with member retention if we can make trainings more visible and available on our website. As we work with technical colleges, it will strengthen our relationships with younger people entering the industry. We want to attract their attention to the organization. Linda has been working on assessing educational offerings available from other sources, helped us conduct a virtual Annual Conference and is developing webinar delivery platforms for seminars. For 2021, she will conduct a survey to identify small system educational needs, will review the feasibility of providing "on-demand" podcast videos on our website, develop a plan for hubs for

educational outreach, highlight an AWWA/WRF resource in each issue of the newsletter, and list AWWA/WRF resources on our website.

Heidi also reviewed guidelines for setting up a virtual seminar that committees can use to help with their seminar logistics. The virtual Engineering and Construction Seminar went fine, but they had some IT issues with their ethics speaker.

Organizational Stewardship - WIAWWA will provide the physical, financial and sustainable structure for the organization to grow.

Actions in 2020 include the ongoing evaluation of spending to address the current pandemic situation and the creation of a reserve fund for an annual conference cancellation. Committees have been asked to review their mission and goals, which should be done at least annually. We try to maintain a good mix of utility, consultant and vendor representatives on the Board from varying levels and expertise (diversity and inclusion) to represent our diverse membership. Succession planning documents for committees will be prepared. Committee Chairs should have a plan created to keep their committees going into the future. We need to continue working on succession planning and also create a matrix of AWWA regional section leaders, committees and contacts to provide to each committee. That way members can reach out to others in the region for guidance and ideas. Another avenue to do so is through the Regional Meeting of Section Officers (RMSO) in which all Board members are encouraged to attend each year.

Membership - WIAWWA will demonstrate to current and future water professionals the value of membership and active participation in our organization.

We are working on creating a newsletter article highlighting a committee for each edition, developing a new member packet and sharing messages about the value of membership. It's important for new members to connect with others in the organization and gain an immediate understanding of how their membership adds value to their careers.

Each committee chair/vice chair explained where their committees are at with their goals for the upcoming year. If the committees need members, they should reach out to Heidi, so she can help with getting an article into the newsletter sooner rather than later. John added that all committees should have an article in each newsletter. Committee chairs are encouraged to attend a Board meeting in 2021.

Wrap-up and Closing

John thanked everyone for attending the meeting and he hopes it was useful to all. If anyone has questions, they should let him know.



January 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	Board Meeting 9:00 am Zoom	8 9
10	11	12	13	14	15	16
17	18	Management Committee Kickoff Meeting	19	20	Newsletter Deadline	21 22 23
24	25	AWWA Winter Board Meeting	26	27	AWWA Membership Summit 27-29	28 29 30
31						

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February 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Abstracts due for the 100th Conference	1	2	3	4	5 6
Type text here						
7	8	9	10	11	12	Board Meeting 9:00 am Stevens Point Water Utility
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

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March 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	IT & Security SeMinar	4	5
7	8	9	10	11	Board Meeting 9:00 am Zoom	12
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	Newsletter Release	31		

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April 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
4	5	6	7	8	Board Meeting 9:00 am Green Bay Water Utility	9
11	12	13	YP Student Chapter Events	14	15	16
18	19	20	21	22	YP Scholarship Applications are due	23
25	2021 AWWA Fly-In	26	27	28	Treatent Ops SeMinar	29
					30	

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May 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Drinking Water Week 2-8	4 Regulatory Affairs	5	6	7	8
9	10 Awards Submissions Request	11	12	13	14 Board Meeting 9:00 am Zoom	15
16	17	18 Engineering & Construction In person event	19	20 Newsletter Deadline	21	22
23	24	25 Wisconsin Water for the World CoMMittee Meeting	26	27	28	29
30	31					

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June 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4 Board Meeting 9:00 am AECOM Stevens Point	5
6	7	8	9	10	11	12
13 AWWA ACE 2021, SAN DIEGO, CALIFORNIA	14 Wisconsin Night	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30 CustoMer Service SeMinar			

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July 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
	4	5	6	7	8	9 Board Meeting 9:00 am Zoom
11	12	13	14	15	16	17
18	19 AWWA SuMMer Workshop	20	21	22	23	24
25	26	27	28	29	30	31

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August 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Newsletter release	3	4	5	6	7
2021 YP Summit, Atlanta, GA		Utility Managment Conference, Atlanta, GA				
8	9	10	11 ManageMent SeMinar	12	13 Board Meeting 9:00 am Madison Water Utility	14
15	16	17	18	19	20	21
22	23	24	25 Research CoMMittee SuMMer Picnic	26	27	28
29	30	31				

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September 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10 Board Meeting 9:00 am Zoom	11
12	13	14	15	16	17	18
19	20	21 2021 WI AWWA Golf Outing	22 MAC Night/ Tapping Contest	23 2021 WI AWWA Annual Meeting, Monona Terrace, Madison, WI	24	25
26	27	28	29	30		

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October 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3 Newsletter Deadline	4	5	6	7	8 Board Meeting 9:00 am Kenosha Water Utility	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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November 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4 Engineering & Construction SeMinar	5 Leadership Meeting	6
7	8	9	10	11	12 Board Meeting 9:00 am Zoom	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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December 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10 Board Meeting 9:00 am Marshfield Utilities	11
12	13	14	15	16 Newsletter Deadline	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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