



Leadership Meeting Notes
Bay Beach Wildlife Center, Green Bay, Wisconsin
Friday, November 15, 2019

Welcome

Angel Gebeau welcomed the group to our 19th annual Leadership Meeting and outlined the meeting purpose. It gives WIAWWA leaders an opportunity to meet outside of the Annual Conference to discuss Section issues.

A list of Board meetings for 2020, the committee directory, the strategic plan and tips on how to use the WebEx program are included in our packets.

Introductions and Calendar

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

Committee	First Name	Last Name	Organization	Email
Board	Jodi	Dobson	Baker Tilly Virchow Krause, LLP	jodi.dobson@bakertilly.com
Board	Angel	Gebeau	AECOM	angel.gebeau@aecom.com
Board	Mike	Heyroth	Rib Mountain Sanitary District	Mheyroth@rmsd1.com
Board	Sarah	Nunn	CTW Corporation	sarah.nunn@ctwcorporation.com
Board	John W.	Richmond	Marshfield Utilities	john.richmond@marshfieldutilities.org
Board	Denise	Schmidt	Public Service Commission of Wisconsin	denise.schmidt@wisconsin.gov
Board	Annette	Stenzel	Oak Creek Water & Sewer Utility	astenzel@water.oak-creek.wi.us
Staff	Jill	Duchniak	WIAWWA	jill@wiawwa.org
Engineering & Construction	Al	Larson	Madison Water Utility	al Larson@madisonwater.org
Engineering & Construction	Brian	Powell	Green Bay Water Utility	brianpo@greenbaywi.gov
Engineering & Construction	Ryan	Wood		ryan.wood@strand.com
Image and PR	Andrea	Hay	Green Bay Water Utility	AndreaHa@greenbaywi.gov
IT & Security	David	Beyer	Ruekert Mielke Inc.	dbeyer@ruekert-mielke.com
IT & Security	Jean	Pucel	Green Bay Water Utility	jeanpu@greenbaywi.gov
MAC	Kelesy	Kaplan	Red Flint Sand and Gravel	Kelsey.kaplan@redflint.com
Management	Matthew	Bednarski	GRAEF	bednarskimj@cdmsmith.com
Management	Dave	Lewis	Kenosha Water Utility	dlewis@kenosha.org
Research	John	Schafer	GRAEF	jschafercemke@gmail.com
Small Systems	Andrew	Jacque	Water Quality Investigations LLC	ajacque@wqinvestigations.com
Water Efficiency	Geoffrey	Farr	Village of Howard	gfarr@villageofhoward.com
Water Efficiency	Rick	Marx		RMarx@madisonwater.org
Wisconsin Water for the World	Ben	Wood	Strand Associates Inc.	ben.wood@strand.com
Young Professionals	Hunter	Cummings	CTW Corporation	hunter.cummings@ctwcorporation.com
Young Professionals	Nate	Ewanowski		Nate.Ewanowski@strand.com

Angel asked attendees to think of all the Committee, Board and AWWA events that occur throughout the year and noted them on monthly calendars which were displayed in the front of the room. The calendars were full by the end of this activity.

Budget Update and Information for Committee Leadership

Committees should be aware of our 2020 approved budget. All Committees have something set for their budgets based on how they responded to Annette’s emails. They can ask their liaisons for any amounts they’d like to know. We are in a great financial position with \$246,000 available in excess of our reserve requirement amounts. WIAWWA is a nonprofit organization and should not be making a profit; therefore, we are looking for ways to spend this money. Our projected income for 2019 is \$373,699 and expenses are \$313,302. We had \$50,000 in the budget that was not spent in 2019, and we are looking for ways to use this amount.



Annette distributed tax exempt cards 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.

Committee reports are presented by their liaisons at in-person Board meetings, and these reports are due to their liaisons at least 24 hours prior to the meeting time. Committees should help support their liaisons by turning in these reports on time.

WebEx hosting for meetings is available; only one WebEx can take place at a time, though. Social media items should be sent to Joe Finn or Pat Planton. Committees should ensure their webpages on the WIAWWA website are complete and up-to-date. Any updates to contact information should be sent to Jill.

Wisconsin Water for the World

Ben Wood presented the planned 2020 Wisconsin Water for the World project which will focus on helping Guatemala communities with creating healthy schools and improving overall sanitation in the schools for the villages of San Francisco, Vista Hermosa and Las Trampas. They plan on bringing the projects into local classrooms once again through the award-winning Adventure Kids Learning program. Over \$16,000 was raised at the WIAWWA Annual Conference this year, which will go toward these projects. Wisconsin Water for the World will do these projects on their own without the help of other groups, and each school project costs approximately \$5,000 to complete. The trips to Guatemala are open to all WIAWWA members, relatives and special guests age 16 and older. The cost is approximately \$1,400 per person, which takes care of all travel, lodging and meal fees. The week of travel will be 2/22/2020 – 2/29/2020. Interested individuals would need to sign up by 1/6/2020 and pay by 2/22/2020. Other Committee goals for 2020 include staying connected to the water industry, trying to liven up Drinking Water Week, being a knowledge resource, assisting others to gain an educational opportunity and helping committees improve synergy.

Group Photo

A group photo of all Board members and Committee Chairs/Vice Chairs was taken.

AWWA Survey and Results

Angel provided a QR code to attendees for accessing the AWWA survey results. The overall state of the water industry is trending upward. She reviewed the chart listing the top ten issues facing the water industry as ranked by all participants from 2015-2019. The top issue is renewal and replacement of aging water and wastewater infrastructure, and the next big issue is financing for capital improvements. Another chart ranked industry challenges by size of utilities. For small utilities, watershed/source water protection was ranked as the top challenge. Cybersecurity events were shown by utility size, and opinions on effectiveness of communication efforts to specific groups were also illustrated.

Strategic Planning – Communication

Angel explained that everyone has our strategic plan in their packets. She read our mission statement, vision and goals. Our four goals include communication, organizational stewardship, education and membership. Focusing first on the communication goal, Angel described and



explained the action items for each objective in this category, along with which committee(s), or its designee, was chosen to be responsible for accomplishing the tasks.

Denise explained that an Ad Hoc Committee was created to help us steer the strategic plan forward. Our AWWA Section representative was contacted to help also. Since WIAWWA has extra funds to use, our Section is considering the possibility of hiring outside help. Committees should know they will be supported by the Board and any future external support staff.

Strategic Planning – Organizational Stewardship

Angel described and explained the action items for each objective in the Organizational Stewardship category, along with which committee(s), or its designee, was chosen to be responsible for accomplishing the tasks.

Connections with AWWA National Committees

Angel asked everyone as Committee Chairs and Vice Chairs to use the QR code in our packets to scan and reach out to their AWWA sister committee representatives.

Look Ahead – 2020 and 2021 Conferences

John Richmond is in charge of organizing the 2020 Annual Conference and stated that he would like the committees to help him choose abstracts for the technical sessions. He will be sure to have a WebEx connection for the Annual Conference Planning Committee meeting held at the Expo.

Sarah Nunn will be in charge of organizing the 2021 Annual Conference (100th year anniversary) and stated if anyone has ideas in looking for a keynote speaker to please let her know. She will probably bring the water museum back also. Retirees will be invited to the Conference so they can get involved, since it'll be our 100th anniversary. The Minnesota Section had unique gifts for their anniversary, so we might do something like this also.

Strategic Planning – Education

Angel described and explained the action items for each objective in the Education category, along with which committee(s), or its designee, was chosen to be responsible for accomplishing the tasks.

Strategic Planning – Membership

Angel described and explained the action items for each objective in the Membership category, along with which committee(s), or its designee, was chosen to be responsible for accomplishing the tasks.

Group Discussion – Committee Plans and Goals for 2020

Angel stated that we are looking for committees to help with these strategic planning tasks. If anyone knows of an outside source we could contact and have help us with some of these goals, they should let someone on the Board know. The Board realizes that these tasks will take lots of time to accomplish; it's a slow-moving process, but we'd like to keep moving forward with it. This plan could be added to the Committee Resources section of the website. The Board will have this strategic plan on the agenda every month to continue discussions on it.



Angel discussed the following items that all committees should do:

- Develop/obtain a list of previous seminar and conference attendees and create a plan with the Member Services Coordinator for contacting non-WIAWWA members and previous attendees as part of seminar and conference planning.
- Support identifying experts as needed to support the water industry needs. The committees or the Board may create lists of key contacts for specific topics.
- Review its mission and goals once a year and report to the Board, which could be expected to be done at the Leadership meeting. The Board liaison should provide any proposed revisions or questions to the Board for its consideration, clarification and incorporation into the Operations Manual.
- Discuss its appropriate size and mix of members, and report back to the Board. Expect the report to be provided at the 2020 Leadership Meeting and updated periodically and as needed at future Leadership Meetings.
- Include a discussion on succession planning within the committee and report through its Board liaison.
- Create a matrix of AWWA regional sections/committees and contacts to provide to each committee.
- Use National speakers at conferences and seminars. A list is available from AWWA.
- Develop a list of topics and potential presenters to create videos.
- Use social media to promote events and training.
- Develop training and seminars that are up-to-date and meet the needs of the membership.
- Communicate the purpose of each committee, along with responsibilities, commitment and what they need. Use the Leadership Meeting to identify needs. Use email blasts to seek involvement for committees in need.

The Small Systems Committee has not been having regular meetings recently; one person is doing most of the work. The small systems survey is a bigger item for them right now.

The Engineering & Construction Committee's goals are to provide a technical resource, including webinars. They want to recognize great projects for the year, continue their tours and continue the No Water No Beer event. The seminar and professional ethics seminar is good and they'd like to grow it even more. The Committee has about 10-12 people who are fairly active. Ryan Wood is the new Chair of this Committee. They will search for a Vice Chair also.

The Image and PR Committee's goal is to create a communications plan based on what was laid out in the strategic plan. Andrea believes strongly that there should be more communication and education available on our website. They'd like a survey to go out to members to see what they are looking for from this Committee.

The Research Committee's primary event of the year is the Research Picnic. Their focus for the year is discovered through a survey they put out to attendees at the picnic. They then choose their primary topic for the next year. They would like to see what the industry as a whole is looking for as an annual research topic. This committee would like to do a seminar, and they have several great speakers who would be ready to go. They could add to the "library" of presentations. The Committee size is appropriate and consists of about 12 active individuals.



The Water Efficiency Committee has about 12-15 people on it, with about 8 on conference calls. They have a National speaker who's very active and helpful. They are always trying to expand their audit tools to others. They are interested in cross connection surveys and training, and are trying to get some of this training in Green Bay for next year.

The biggest challenge the MAC Committee has right now is trying to get feedback from exhibitors regarding the shortened hours at the Annual Conference and make sense of it. The MAC night has disappeared and somewhat re-appeared last year; how should it be in the future? For the Wisconsin Night at ACE, Dave Dorner was instrumental in planning it and he is stepping down, so they will need to find a new way to plan this event. They have about 12-15 members, which is sufficient.

The Young Professional Committee is working on re-vitalizing their student chapters. They are planning social events again for 2020 and would like to spread them out throughout the year to encourage more participation rather than just conference calls. Only about 6-7 people call in on the conference calls each time even though they have a long list of members. They do plan for succession and already have someone in mind to take over next.

The IT & Security Committee's primary activity has been their annual seminar. They have a huge task of trying to update the WIAWWA website, which will be an ongoing process. There are forums for committees on our website, but it's not being used by anyone except the IT Committee currently. Scholarships could also be added to the website. The Committee size could use some help and succession planning could be worked on. They try to pull National speakers in from AWWA, which has been great. They have exhibitors in the room at each seminar also. It's a great seminar.

The WWWC is also looking at succession planning. They have had the same Chair/Vice Chair for several years now. They would like to get the Adventure Kids Learning opportunity out to the entire membership. The committee size is good at the time of the trip, but not as many people are there to help at the Annual Conference (only about 5-6 people doing everything).

Wrap-up and Closing

Angel thanked everyone for coming today and for joining in on the discussions. She wished everyone safe travels back home.