IWEA Executive Board Long Range Planning Meeting Minutes
Friday, April 5, 2013
Starved Rock Lodge, Utica IL

Present at the meeting were Dan Bounds, Laurie Frieders, Tim Kluge, John Lamb, Debra Ness and Krishna Pagilla.

President Dan Bounds called the meeting to order at 9:43 and time was taken to review the minutes of the 2012 Long Range planning meeting.

1. STRATEGIC PLANNING

a. The roles and goals of Board members was discussed. The Board agreed that Board members should also not serve simultaneously as committee chairs. With regards to how much direction and support should be given to the committee chairs, especially new ones, the following expectation for all chairs was agreed on.
   i. Attendance at the combined Board and Chair meetings is required, and if they could not attend they are responsible for getting the vice chair or other committee member to attend.
   ii. Attendance at Watercon is strongly encouraged. If lack of employer support is an issue, the Board may elect to pay some travel expenses on a case by case basis.
   iii. Committee pages on the website need to be updated and engaging.

b. The 2012 Committee Liaison assignments were reviewed. Some changes were made to reflect the current Board members and new committees. The updated list will be sent out to both the Board and Chairs.

c. A review of IWEA’s mission and WEF alignment was conducted. The Board members present felt that as an organization we were following our mission and meeting the needs of the membership. With regards to IWEA’s alignment to WEF, it was thought that overall, IWEA is aligned with WEF’s programs and goals, but that we could do more to support the Water’s Worth It and Water for Jobs campaigns. We could start by putting some things in the Clarifier. In addition, we need to keep focus on operator training and bringing innovative speakers to our events. We are doing a good job with YP involvement. The current list of WEF committees will be distributed for review to check for additional alignment.

d. A review of how the Board and Chair meetings are being conducted was done. It was decided to change the agenda format slightly. The staggered start time for Board meetings (Executive Board starting a half an hour earlier than Chairs) was discussed again. There was a time that there were items that needed to be discussed as a Board privately on a consistent basis. That has not been the case much in the past couple of years. At this time, the meeting time will be 9:30 for all. If a situation arises that the Board needs to discuss privately, a conference call will be set up. Executive
reports are rarely given at the end of the agenda, so will be removed. Delegate reports will be moved up on the agenda.

e. A discussion was held regarding setting up a meeting with members of the ISAWWA Board to discuss ways to improve up on Watercon 2013’s success. John Lamb will be setting this up. Laurie D of ISAWWA had given us the choice of April 22, 23, or 24 to hold the Watercon wrap up meeting. We will have to ask for additional dates as these dates have conflicts for several key IWEA Watercon planners.

2. COMMITTEE REVIEW

The Board reviewed each IWEA committee with respect to leadership and function.

a. Committees that should design a track for Watercon each year. Some already are.
   i. Biosolids – half day track
   ii. Collections Facilities. While the annual event is a great event, collections related topics at Watercon were sparse. Collections topics that Dan Bounds feels are especially missing and would be well received are those on planning, modeling, and design.
   iii. Electrical Power, Energy and Controls half day track.
   iv. Laboratory – half day track
   v. Nutrient Removal and Reuse-full day track
   vi. Operations – half day track
   vii. Safety – half day track
   viii. Watershed – full day track

b. Initiate/Revamp an Event
   i. Biosolids-great event but attendance was limited by the venue. It was a sellout. Possibly move the event to the Willowbrook Holiday Inn.
   ii. Electrical Power, Energy and Controls needs a one day event.
   iii. Industrial Pretreatment needs a new activity or event in addition to or instead of the joint dinner meeting.
   iv. Nutrient Removal and Reuse could possibly add exhibitors to the event.
   v. Watershed could add a stand-alone event, or co-sponsor / promote an already established event.

c. Committees that need new or additional leadership support.
   i. Awards-needs a vice chair
   ii. MAC needs a vice chair and additional members
   iii. Plant Operations-needs a vice chair, preferably an operator
   iv. Program-may need a new vice chair
   v. Public Ed needs a vice chair.
   vi. Safety needs a new chair since Mark Termini has been elected to the Board.
   vii. Student Chapters needs a new chair since Lou Storino is on the Board.
**d. Possible Restructure**

i. Annual Conference chair. Discussion was held as to whether to have a static chair and a rotating vice chair or a rotating chair with a consistent vice chair. Pro’s and cons were discussed. More input and thought needs to be put into this. President Bounds did ask John Lamb if he was interested in a static position on this committee. John will consider it.

ii. Biosolids could use some diversity in its members.

iii. Membership-Executive manager could take over the administrative portion of this committee, and the goals of the committee would shift to focus to more membership growth and retention activities.

iv. Newsletter—Currently no Board member reviews the Clarifier for content prior to distribution. President Bounds feels this need to happen. It could possibly be delegated to the 2nd Vice President.

v. Discussion was held about possibly merging the YP and the Student Chapter committees since they mainly participate in the events. However, the goals of each of these committee’s and the membership they each service is very different. It could be possible if the YP committee gets stronger leadership.

e. Committee Liaisons are responsible for contacting their committees and discussing the goals and needs identified at the meeting. Laurie will forward the budget and goals worksheet from each committee to the appropriate liaison to support these discussions. In addition, Debra Ness suggested that we do a Committee Profile column in the Clarifier to additionally highlight individual committees and the associated activities to help recruit new committee members.

f. Adding a new special events committee was discussed. This committee could oversee events such as WEFTEC, WEFMAX 16, Governments Affairs Seminar and the golf outing. This needs more discussion. One issue is that each of these events has very different needs as far as planning is concerned. For now these events will be planned for as they have been in recent years.

**3. WEFTEC**

a. Laurie will be following up with Central States regarding the annual joint reception held on Sunday night to help coordinate the event.

b. Laurie will also see if booth space is available in the not for profit area of the Exhibition Hall so that IWEA could have a booth.

c. Additional ways to promote WEFTEC attendance and service IWEA’s membership were discussed.

**4. WATERCON**

a. Ways to build on Watercon’s success were discussed. Three top goals to discuss with ISAWWA were identified:

i. Developing a dedicated Watercon website, even if it only a page with general information and links to the registration on ISAWWA’s site.

ii. Developing an overall schedule for Watercon planning so that everyone is informed and there is ample review time.

iii. IWEA taking the lead on designing the on-site book to be more user friendly.
b. Other items that could be improved are
   i. Committees designing stronger track content, by soliciting specific papers/topics and being more selective of general abstract submittals
   ii. Getting presentations in on time.
   iii. Reduce the number of concurrent sessions.
   iv. No early start sessions.
   v. Get presentations with presenter’s names on the website earlier so that attendees can plan their time.
   vi. Volunteer scheduling.

5. MEMBERSHIP
   a. President Bounds has tasked the Board and chairs to come up with ideas for a membership drive.
      i. Visiting the larger utilities
      ii. Follow up with individuals who received a free membership last year regarding renewal.
      iii. Structure event pricing to support membership value.
      iv. Recognize membership milestones in the Clarifier
   b. Goal is to have over 1000 members in the next couple of years.

President Bounds adjourned the meeting.