The meeting was called to order by President Dan Collins at 9:50 am.

Present at the meeting were: Dan Collins, Laurie Frieders, Mary Johnson, Cheryl Kunz, Kam Law, Debra Ness, Rebecca Rose, Lou Storino, and Mark Termini.

1. Eric Berggren had announced to the Executive Board on Friday, September 8, that he was required to move back to Nebraska. Discussion was held as to how to handle his departure from the Board. The decision was made to move the leave his position unfilled and then nominate two new Board members in December for approval at the Annual Board Meeting.

2. The objectives of IWEA that are posted on the website were reviewed. A few of them in particular do not seem to reflect the scope of IWEA. The originsations of these objectives were thought to be a carryover from WEF’s objectives. Mary Johnson will review what WEF currently has on their website and will modify for IWEA’s webpage.

   The options for updating the website were discussed. Most favored on particular option, but a few elements of other options stood out. Mary Johnson will be working on working these elements into the most popular option. In addition, there is a lot of outdated information on the current website. The Chairs need to be reminded they need to forward updated information to the website chair periodically to help keep it updated. General consensus is that we should be reviewing the website about every three years to keep it fresh.

3. IWEA’s social media presence could use improvement. Currently the social media committee has only two people. In order to be successful all IWEA members, in particular the Board and committee chairpersons need to become more active in sharing information and contributing information to be posted. It was discussed that perhaps a social media 101 session could be held at the December meeting. Committees that are planning events should be thinking about promoting their event, content and timing and providing that to the social media chair for posting.

   In addition, WEF has a few social media campaigns a year that IWEA can help promote such as A Day Without Water, World Wide Monitoring and Toliet Day. A calendar for social media campaigns should be developed.

4. The committee liaison list was reviewed and updated to reflect the changes in Board members, with Cheryl Kunz joining the Board and Eric Berggren and Mark Halm falling off. The Board members are to contact their committee to discuss the health of the committee and help troubleshoot any issues. Committees should have goals and plans to make them happen. These items may be suitable for putting on the committee’s webpage. In addition, liaisons are to encourage timely reports from their committees.

5. The Board voted in July to increase membership dues. Discussion was held to determine what those additional funds would be earmarked for. Currently the cost of producing the Clarifier and basic administrative costs is not fully covered by dues. The dues had not been raised in many years and WEF is not increasing the national dues this year.
Updated technology in the way of websites, registration systems, PDH tracking systems will continue to be needed in the future to serve the membership. In addition, paid staff for administrative and website support is increasing. There are also some projects and goals that are currently unfunded. It was decided that a special project fund would be established and a list of potential projects that need funding will be developed. This fund would also help if a good project presented itself that was not in the budget.

6. The combined annual conference with IAWPCO was briefly discussed. The terms of the MOU for the coming year are the same as last year. Laurie F is working with Dave Miller to get potential dates for 2019 both at the Crowne and other venues in the months of February and April.

Getting students to Springfield was discussed. Consensus was the best way to get them to attend is to work with the professors. These relationships need to be strengthened.

7. The President would like to develop a new membership growth and retention plan. He would like the Board and membership committee to come up with a plan that has SMART goals (specific, measureable, attainable, relevant, and timebound). Ideas to help recruit new members and retain existing ones:

   a) Reach out to members who drop their WEF membership.
      i. Missing renewal notices
      ii. Offer affiliate membership
      iii. Reason for drop.

   b) President to contact new members via email quarterly to welcome them and determine interests in committees.

   c) Develop a plan to attract and serve IWEA membership outside of the Chicagoland area.

Currently the membership committee is a committee of one. This committee could use additional members to help maintain the database and help plan and track membership initiatives. Another task for this committee is to review and reconcile the rebates from WEF.

8. Continuing education for wastewater operators is coming soon. IWEA needs to investigate ways to offer more training aimed at this member segment, possibly including developing webinars. A system of tracking credit hours for our members needs to be more robust. This should be something our database can handle although it may take some additional investment in developing that feature. In addition we need follow through and get the trainings approved by the State. Laurie F. will reach out to Paul Connelly at the State to get the requirements.

9. The stipend for the executive manager was reviewed. It was determined that an increase was warranted as it had been several years since it was last reviewed. The executive manager was request to put together a comprehensive list of duties as this position has been evolving to be more encompassing.

10. The meeting was adjourned by President Collins.