Meeting Minutes
Long Range Planning Meeting,
April 27, 2012, 9:30 am
Starved Rock Lodge, Utica, IL

The meeting was called to order by President Krishna Pagilla at 9:44 am.

Present at the meeting were: Dan Bounds, Mark Halm, Mary Johnson, Tim Kluge, John Lamb, Debra Ness, Krishna Pagilla, LaurieRiotte, and Kendra Sveum.

1. Review of 2011 Long Range Planning Minutes
The first item of business was to review the minutes of the 2011 long range planning meeting. The consensus was that there were no over looked items from the past year and the goals identified are either completed or still being worked towards.

2. Draft Budget
Treasurer Debra Ness provided the Board with a draft budget based on the budgets submitted by the committee chairs. The income from WaterCon is not available yet, but appears to be similar to last year. There is an increase in the marketing budget this year in order to purchase materials to increase the professionalism of the IWEA booths, produce a short video to help market IWEA and to develop the marketing materials for WaterCon. The awards budget will be increased as well to provide for newly created awards. Next years budget will need to include line items for sending the Student paper award winner to WEFTEC and possibly for WEFTEC itself as it will be in Chicago. Debra pointed out that there typically is no cost for the reception as it is paid for by vendor contributions.

The budgets for the Nutrient Removal and Reuse, Plant Operations, and Collections committees, as well as the golf outing still need to be submitted. Debra will make the changes discussed and redistribute the draft for review.

3. WaterCon
The 2012 conference was very successful. However, there are some areas that need to be strengthened. A list of items to be discussed with ISAWWA was put together. A meeting with ISAWWA will be set up to discuss them.

There is a need to add a Manufacturers Advisory Committee to better support the conference. The committee could also help with additional events such as the Plant Operations and Collections seminar. Peter Lynch of LAI has volunteered to replace Toby Duckett as the IWEA representative on the ISAWWA MAC committee. John Lamb will contact him and discuss the newly formed committee and ask him to chair the committee and help recruit additional members.

Krishna had proposed adding a career fair to WaterCon. ISAWWA agreed. Various aspects were discussed and the consensus was that it should be held on Tuesday and there should not be a charge to participate in it.
4. Long Range Goals

Partner with other organizations.

- To continue working on our goal of partnering with other organizations, Krishna tasked the Board members to each forward names of organizations that may be good for IWEA to partner with in some way to Laurie to create a master list. The next step will be to identify the best way to reach out to the identified group.
- In the short term a few current opportunities were discussed. Mark Halm will contact Andy Warmus to reach out to the Fox Valley operators group to see if we can provide assistance to them for their mini-conference in August.
- Reaching out to operator groups was also discussed. Laurie will make up a master list of groups in our area and will draft a letter to go out to them offering assistance to them in the form of speakers etc. at their events.
- Krishna will contact IAWA as they may be interested in partnering with IWEA for the Nutrient Removal and Reuse Seminar in September.
- The committee chairs will also be asked for organization suggestions as well. However, committees must ask Board approval prior to agreeing to partner with another organization.

5. Membership

Memberships are down. Ways to attract new members, especially operators, lab personnel and other staff positions was discussed.

- Affiliate memberships will run from WaterCon to WaterCon. This way, the membership chair can send a mass expiration reminder to help retain affiliate members.
- Starting immediately, anyone who attends an IWEA event this year, will automatically get a free affiliate membership good through WaterCon 2013.
- The free affiliate membership will be advertised in the e-News.
- Notice of this program, including membership forms will be sent out to targeted groups, such as the operators and small POTW’s.

6. Committees

Ways to energize and strengthen the committees were discussed. Krishna will be sending out a letter with the Boards expectations to the committee chairs. Included will be:

- All committee members must be members of IWEA.
- Committee chairs should make sure all committee members are contributing in someway.
- Dates for the committee events need to be set at the start of the year (WaterCon) so the calendar can be posted.