

**England Water Works Association
Board of Directors Meeting Minutes
November 14, 2012**

The New England Water Works Association Board of Directors held a meeting on November 14, 2012, at NEWWA's headquarters in Holliston, MA. President David Harris called the meeting to order at 2:04 p.m. Those present were David Kane, Michael Covellone, Matt Pearson, David Harris, David Polcari, Ken Booth, Carol Harris, Peter Pezanko, Philip Bilodeau, Lisa Gove, and Ray Raposa (ex-officio and non-voting). NEWWA Director of Communications Kirsten King as well as Larry Durkin, outgoing Water For People Committee chair, were also in attendance.

Item #1 – Consent Agenda & Minutes of September 23, 2012.

1. Minutes of September 23, 2012.

1a. Appointment Recommendation of Three Directors on the Nominating Committee: Philip Bilodeau, John Storer, and Lisa Gove.

1b. Appointment of New Water For People Committee Chair, Katie Chamberlain, CH2M Hill, Boston, MA. This item was removed from the consent agenda for separate voting.

Michael Covellone motioned to accept the consent agenda with the exception of 1b. Carol Harris seconded. The motion was passed unanimously.

Larry Durkin distributed a memo detailing what the Water For People Committee has accomplished over the years. He addressed the board about the committee's efforts and money raised to date and noted that he will be stepping down as chair of the Water For People Committee, and recommended Katie Chamberlain of CH2M Hill to take over as the new chair.

He also asked that the board consider holding a future November Monthly Membership Meeting in Gloucester.

The board thanked Larry and commended him for all the work completed over the years.

Matt Pearson motioned to accept the appointment of new Water For People Committee Chair, Katie Chamberlain of CH2M Hill in Boston. David Polcari seconded. The motion was passed unanimously.

Item #2 – Old Business.

Item #2A –Assistant Treasurer Appointment of Gregory Leighton – David Kane.

David Kane talked to the board about Gregory Leighton of Maine. After soliciting for interested parties Gregory was deemed the most worthy assistant treasurer candidate.

Matt Pearson made a motion to accept Gregory Leighton as new assistant treasurer. Ken Booth seconded the motion. The motion was passed unanimously.

Item #2B –Other – By Member.

Carol commended Ray and staff as well as Dave Harris on the table dedication and how it was a nice ceremony and how appreciative the families were of our efforts.

Item #3 – New Business.

Item #3a – Rules Governing Cross Connection Control Certification –Three rule changes are: First, Name of the Backflow Prevention Board; Second, 2.3 g) Plumbing industry representative now also must be a NEWWA member; and Third, 4.2) remove the Cross Connection Course pre-requisites because courses have been changed – read attachment for details.

The first rule change is to simplify the name to: “NEWWA Rules Governing Cross Connection Control Certification.”

The second rule change details that the plumbing industry representative now has to also be a NEWWA member. Previously the plumbing industry representative did not have to be a NEWWA member.

Ray explained that the 3-day certification course has been overhauled, and is now its own complete program, making the third rule listed above unnecessary. A new “fundamentals” course is being developed for those needing just a brief overview of cross connections.

Michael Covellone made a motion to accept the Cross Connection Control Certification rule changes as listed above. Ken Booth seconded the motion. The motion was passed unanimously.

Item #3b – b. Site Selection Committee Recommendations – Carol Harris.

i. November 21, 2013: Venus DeMilo, Swansea, MA, Selected for the Monthly Meeting.

ii. December 19, 2013: Selected is Lantana, Randolph, MA.

iii. Under consideration: January 16, 2014 - the Sheraton Hotel in Portsmouth, NH.

Carol highlighted the site selection recommendations and considerations for 2013 and 2014.

Ken Booth made a motion to accept the Site Selection Committee recommendation that the November 21, 2013, Monthly Meeting be held at the Venus DeMilo in Swansea, MA; and that the December 19, 2013 Monthly Meeting be held at The Lantana in Randolph, MA. Matt Pearson seconded the motion. The motion was passed unanimously.

Item #3c – Other – By Member.

There was discussion about recognizing Larry Durkin with more than a chair retiree recognition at Lantana in December.

Carol Harris made a motion to recognize Larry Durkin with an additional award to acknowledge his outstanding volunteer work as chair of the Water For People Committee and for initiating the Water for People Gala in New England. David Polcari seconded the motion. The motion was passed unanimously.

Item #4 – Treasurer’s Report – Financial Update.

Item #4a – September Financial Update and Statement.

David Kane noted that the YTD income is \$51,563, with \$21,000 in investment gains over the quarter and an operating loss of \$7,000. We are ahead of budget in the operating side compared to where we thought we were going to be.

Under fundraising, we earned about \$15,000 more at the annual conference this year (in company sponsorships).

Journal revenues are lower than expected by about \$7,000 YTD.

Contract training was slow during first quarter but has picked up in October and November.

EPA grants have yielded \$12,000 in income.

MassSRF program – federal monies are drying up and there is less money to support some programs. The current MCSSA contract takes us through June 2015 but there is still no money approved past November 2012.

Annual Conference expenses were lower than expected. Staff spent less time than budgeted.

On the second page of the budget report, the association has a number of bank accounts. During this year's audit, the auditor mentioned that we may want to look at consolidating bank accounts. The association plans on making changes as listed on page 2 of the report. Consolidating accounts can make things easier by streamlining accounts and lowering administrative needs.

Page 3 of the budget report details investments. Funds did well for the first quarter. In the 403 retirement fund, the committee recommended changing one investment.

Staff continues to work on management recommendations from the auditor as given by them earlier in the year.

The current Investment Committee members are David Kane, Gregory Leighton, Matt Pearson, Jerry Mansfield, and David Russell. David recommended that David Russell maintain his position on the committee as an ad-hoc member and that Gregory become a co-chair.

David also mentioned to all board members that they need to disclose any conflict of interest that they may have to Ray.

David Polcari motioned to accept the treasurer's report. Matt Pearson seconded the motion. The motion was passed unanimously.

Item #5 – AWWA Director's Report – Pat Connelly.

Phil Bilodeau noted that he will be the New Hampshire representative to the AWWA Fly-in in April 17-18, 2013.

Item #5a – AWWA Director's Report.

Pat Connelly, AWWA Director, submitted the following report in advance of the Board meeting:

1. At its Board meeting on January 20th, the AWWA Board of Directors will be electing the next AWWA President-elect, four new Vice Presidents, and one new Director-at-Large. There is only one President-elect candidate, John Donahue, General Manager of the North Park Public Water District in Northern Illinois. There are seven Vice President candidates including NEWWA's Sean Osborne, and three Director-at-Large candidates. The candidates are listed below. Please let Pat Connelly know if you want to influence his vote for any of the candidates.

Candidates for AWWA Elections

<u>President-Elect</u>	<u>Vice President</u>	<u>Director-at-Large</u>
John Donahue	John Alston	Carol Storms
	Kyla Jacobsen	Ume Vempati
	Jeff Nash	Martha Segal
	Melinda Raimann	
	Doug Brinkman	
	Michael Simpson	
	Sean Osborne	

2. The 2012 Regional Meeting of Section Officers (RMSO) for our AWWA region (Region 1) was held in Montreal, Quebec, on October 26th and 27th. The theme was *Engaging and Developing our members*. Eight NEWWA representatives attended (Dave Harris, Dave Polcari, Sean Osborne, Adam Yanulis, Ray Raposa, Kirsten King, Iseult Kavanagh, and Pat Connelly). Despite our inability to communicate well in French, the presentations and formal and informal interactions were very effective, helpful, and fun among the various section leaders from Maryland to eastern Canada. I may be somewhat biased, but Iseult's and Dave Polcari's presentation on our new *Ambassador* program to engage new members, and Kirsten's presentation on our *Only Tap Water Delivers* campaign were tres bien (merci!).

3. Congratulations are in order: AWWA was a Gold Winner for its *Only Tap Water Delivers* campaign in the recent *EXCEL Promotional Publications/Advertising Campaign competition*. The EXCEL Awards honor and represent the best publishing and media products of the association industry from among more than 1,000 entries. Winners were chosen for "taking bold chances in editorial, design, advertising and marketing, online publishing, digital editions, mobile applications and electronic newsletter categories." EXCEL's comments included "Incredibly well thought-out campaign. Clever copy draws you in and is married perfectly with simple, bold imagery. Campaign objective is immediately recognizable. Very thorough application and very engaging."

In helping to create the campaign, AWWA staff Jan Bailey said, "We focused on the overarching theme of the value of water and then designed flirty, fun, and engaging materials to help communicate the more complex message about North America's water infrastructure replacement needs in a consumer-friendly way. By using creative headlines and attractive artwork, we hope to have surfaced an otherwise 'underground' subject in the public's consciousness."

4. AWWA's Exploratory Committee established under the AWWA-WEF Agreement of Intent met at WEFTEC on September 30th in New Orleans to continue discussions about further collaboration. Also, on September 25th during our NEWWA annual conference on the Cape, a special NEWWA Board session was held with NEWEA leaders to provide an update and gather input on the AWWA-WEF discussions and collaboration with visiting AWWA Vice President Mark Cline.

To summarize, AWWA and WEF considered a broad range of models and options for potential collaboration between AWWA and WEF. The near-term option selected by the AWWA-WEF Exploratory Committee on September 30th for further exploration is the *Program Integration Model*, with a focus on communications and messaging supporting the value and importance of water. AWWA believes this option "brings the organizations closer together, strengthens working relationships, and is consistent with the 2011 joint resolution between AWWA and WEF, which stated the organizations "resolve to support and lead as necessary an effort to develop a cohesive voice for the water community by encouraging collaboration between our members, coordinating programs and services and developing consensus on major water policy issues." Both AWWA's and WEF's presidential officers will meet at least twice a year to discuss opportunities to partner for the benefit of our members.

Both AWWA and WEF are working alongside many other water organizations in exploring how to promote the value of water among the public and key decision-makers. These efforts provide an ideal context for greater AWWA-WEF collaboration and encourage a unified water community voice.

Dave Polcari made a motion to accept the AWWA director's report. Phil Bilodeau seconded. The motion was passed unanimously.

Item #6 - Executive Director and Staff Reports – September – November 4, 2012.

Item #6a – Training – Ted Kenney.

A hard-copy report was provided to the board of all staff updates from September to November.

Item #6b – Communications and Grants – Kirsten.

Kirsten reported that the U.S. EPA Business Security grant has been finalized and report sent to EPA. The grant runs through December 2012 but we had to have all billing in by the end of September.

Kirsten met with all the state drinking water chiefs in October and the next portion of the ASDWA grant-funded will involve asset management projects.

The Journal is on schedule, the Winter issue of *The Source* is with the designer, and Currents is also on time. Red Dufresne will write the Spring 2013 "In the Boardroom" article and Phil Bilodeau will write the Summer 2013 board article.

The PR Committee is working on the 2013 "Only Tap Water Delivers" campaign.

Item #6c – Ray’s Report Including Computer System Update and Other.

Ray reported that we lost 15 members since September.

There were 394 attendees at the annual conference in Brewster, which was a very good showing. On December 10-11 Ray and Iseult will visit the Equinox to plan for the 2013 Annual Conference.

114 companies are exhibiting so far for the April show. There are 185 exhibits to fill.

Regarding the SRF program, the MCSSA program is struggling with funding on the set-asides. DEP has been trying to figure out how they can fund a part of the program to keep the coalition going. DEP still has six staff persons who are funded under the MCSSA program. Ray and Ali are meeting with DEP on the 19th.

Ray noted a memo on new module in Q called "work flow" – there is no longer an automatic notification to staff when someone signs up for a membership online. This will also be a simpler way to confirm classes we need to confirm by allow us to send out confirmations for any class to those already signed up. It will also allow us to communicate to specific registrants for specific classes.

NEWWA and NEWEA are in talks to do a joint management conference in the future. Ray is going to share the idea with the Program Committee.

Michael Covellone made a motion to accept the executive director and staff reports. Philip Bilodeau seconded. The motion was passed unanimously.

Item #7 – Council Director Updates on Committee Actions – Council Directors.

Item #7a – Council Director’s Review – Committee Updates – Council Directors.

Ray reminded Carol and Dave Polcari that after Lantana the Planning Committee needs to start collaborating about the planning process for 2013.

Item #8 – Reminder of This Year’s Major Goals - (From President’s Plan).

- A) Let’s increase membership by adopting a “bring a friend or co-worker to meetings and conferences” and find more ways of giving more value to being a member. Encourage managers to do the same for young professionals at all levels and get them into the Mentor/Mentee Program.
- B) Continue to expand on the “Tap Water Delivers” Campaign to promote public awareness of the drinking water profession. Encourage more “self-promotion” of the real cost of clean water.
- C) Continue investigating and promoting the concept of a New England Water Foundation to see if there is support for such an endeavor.
- D) Work more closely and in conjunction with NEWEA and the Regional State Associations; see if we can work together on professional development programs etc.

Item #9 – Committee Reports.

Item #9a – Budget Sub-Committee members are: Dave Polcari, Carol Harris, Ken Booth, Matt Pearson, Dave Kane, Red Dufresne, Lisa Gove, Greg Leighton (following board confirmation) and Ray Raposa.

Next meeting is on December 4 at CDM Smith in Manchester, NH.

Item #9b – Sustainability Committee Update – Ken Booth.

None.

Item #9c – Other – by Member.

Item #10 – Announcements and Meetings.

- a. Program Committee Meetings: Nov. 20th and Dec 5th both at 8:30 a.m. Conf. Call #: 888-242-1836; Access Code: 2983912.
- b. Budget Sub-Committee – Dec. 4 @ 10:00 AM, CDM Smith, Manchester, NH.
- c. Personnel Sub-Committee – Dec. 19, 2012 @ 9:45 AM, Pennichuck Conference Room, NEWWA, Holliston, MA.
- d. Board of Directors and Staff Luncheon – Dec. 19, 2012 @ 11:45 AM, Meet at NEWWA, Holliston, MA.
- e. Board of Directors Meeting – Dec. 19, 2012 @ 3:00 PM, Kleinfelder Consultants Board Room, NEWWA, Holliston, MA.
- f. December Holiday Monthly Meeting, Dec. 20, 2012, Lantana, Randolph, MA.
- g. Other.

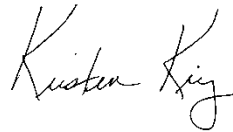
Item #11 – Adjourn.

David Polcari motioned to adjourn and Phil Bilodeau seconded at 3:57 p.m. The motion passed unanimously.

Respectfully submitted,



Raymond J. Raposa
New England Water Works Association
Executive Director and Corporate Clerk



Kirsten King
New England Water Works Association
Director of Communications