

**New England Water Works Association
Board of Directors Meeting Minutes
February 4, 2015**

The New England Water Works Association Board of Directors held a meeting on February 4, 2015, at the Holiday Inn by the Bay in Portland, Maine. President Carol Harris called the meeting to order at 8:02 a.m. Those present were Lisa Gove, Matthew Pearson, Craig Douglas, David Polcari, David Kane, David Putnam, Philip Bilodeau, Steve Olson, Adam Yanulis, Randi McCuin, Gregory Leighton, James DeCelles, Mark Wetzel, John Storer, and Ray Raposa (ex-officio and non-voting). NEWWA staff Kirsten King, communications director, and Ted Kenney, Deputy Director and Education Manager were also in attendance.

Item #1 – Consent Agenda: Minutes of December 17, 2014.

Phil Bilodeau motioned to accept the Consent Agenda and Matt Pearson seconded. The motion passed unanimously.

Item #2 – Treasurer’s Report – Financial Update – David Kane and Gregory Leighton.

Item #2a – December 2015 Financial Report.

Through November, NEWWA had a net loss of \$112,178, with a general operation loss of \$153,640, offset by investment gains of \$41,462. The general operating loss is \$115,094 worse than budget. Without a strong second half training revenues and/or Spring Conference, a positive operating net income is unlikely. With the calendar year 2015 being a certification year in several states, it is expected to see some pickup in training in this fiscal year. Staff will be watching future expenditures to minimize the net loss.

Greg reported on the Investment Committee – There is currently \$1.8M invested between 3 funds with citizen’s bank. The General Reserve Fund had \$850k invested at December 31, 2014, with 65% invested in stocks and the remainder in fixed income and/or cash. The Capital & Building Fund had \$589k invested with only 53% in stocks and the rest in fixed income and cash. The small amount in cash (2%) is expected but the mix between stocks and fixed income seems a little bit conservative. No action was suggested to change things at this time. The Scholarship Fund was at \$325k with 59% invested in fixed income which allows for easier access to cash for the more frequent payouts.

David reported that we have \$850,000 in the general reserve fund, which is well above the 25% target established a number of years ago. He wanted this number noted for future discussions as the board meeting progresses.

Phil Bilodeau motioned and Jim DeCelles seconded to accept the Treasurer’s Report. The motion passed unanimously.

Item #3 – Old Business.

Carol suggested moving Items C and D to the top of the order for Old Business to accommodate schedules.

David Kane made a motion to move Items C and D to the top of the order for Old Business and Greg Leighton seconded. The motion was passed unanimously.

Item #3a – Executive Director Search update & request to add \$50,000 more, total \$60,000 for search committee estimated fee – Dave Polcari.

Dave updated the board about the status of the search process. The committee recently issued a RFP for consulting services related to the executive director search. The target date to have a recommendation to the board for the new hire is the December 2015 board meeting.

The committee is also obtaining costs for the search, and the committee is requesting the board approve a budget of \$60,000 to assist with the search. \$10,000 has already been approved by the board (\$5,000 in the current budget, and an additional \$5,000 proposed for the upcoming budget).

The committee is also asking for clarification that it can hire the consultant without having to go through the board.

David Polcari made a motion for the board to authorize up to a total of \$60,000 out of unrestricted reserves for the Executive Director Search Committee to secure a consultant to assist with the executive director search process. Matt Pearson seconded the motion. The motion was passed unanimously.

Adam Yanulis motioned to amend the motion to read “up to” \$60,000. David Kane seconded the motion. The motion was passed unanimously.

There was a discussion about the exact number of funds that may be needed for the entire process.

The goal is to have the consultant on board so he/she can attend the 2015 Spring Conference.

David Polcari made a motion that the board authorize the Executive Director Search Committee to select and hire a search firm to assist with the executive director search process. Matt Pearson seconded the motion. The motion was passed unanimously.

Item #3b – Ad-hoc Technology Committee – Budget Proposal for Web-based Course – Craig Douglas.

Craig updated the board on the work completed to date by the ad-hoc Technology Committee. The committee vetted out opportunities and options for the association to begin incorporating electronic training into its education program.

The committee determined that an asynchronous (self-paced) program would be the most effective for the membership. They also researched costs related to this system. They also determined that the recertification course for backflow would be a good pilot program for the association to undertake. The board approved this committee report in September 2014.

More discussion took place in November 2014– including the finances and course content. This also included IACET approval, and obtaining more partners to assist with course development and financing. At this time, there is no further action recommended by the committee as there is no clear partner that is viable.

At the November meeting, it was also discussed that the first step would be to authorize funds to launch the first program, and then to maintain the program and platform it's built in. Estimated costs are \$60,000 to develop 6 hours of content, then \$40K/year maintenance for hosting, etc.

It was suggested that a pro forma be completed to determine the numbers needed to produce a profit off the system.

There was further discussion about costs, viability, ROI, marketing, and staff requirements.

Craig Douglas suggested that the board take the ad-hoc committee's report and set it aside and wait on any action until the new executive director is in place.

Greg Leighton made a motion that the ad-hoc technology committee's recommendations be set aside until a new executive director and education manager are in place. Matt Pearson seconded the motion. The motion was passed unanimously.

John Storer suggested that an article be placed in *The Source* to inform the membership about the ad-hoc committee's efforts. Craig Douglas offered to write the article for the spring 2015 issue.

Item #3c – Publications Committee Update – Matt Pearson.

Matt reported that \$10,000 has been allocated to secure ghost writers to write articles for the *Journal*, taking the place of the speaker discount for the conferences. Katelyn is working to secure more members for the committee.

Matt also showed the board the new *Journal* cover, which incorporates the new logo and AWWA branding.

The committee is working on growing its membership, and then will work to implement some of the ad-hoc Publications Committee's recommendations.

Item #3d – Organizational Development Committee Update – Matt Pearson.

Matt is forming a committee to look at the organizational structure of the organization. Mark Wetzel, Dave Putnam, and Craig Douglas have already volunteered as board members. Their first meeting is on March 5 at Woodard & Curran in Andover to initiate discussions. Matt is sending a request to a larger group of people to attend this one-time meeting.

Item #3e – Ad-hoc Stormwater Collaborative Committee Update – Carol Harris

The Stormy Awards received 15 submittals and the committee is currently reviewing the applications to select the top three. The winners will be awarded at Spring Conference, and they will receive free registration and have their poster on display as well.

Item #3f – Other by Members.

None.

Item #4 – New Business.

Item #4a – Budget Sub-committee Update – Craig Douglas.

Craig updated the board on the status of the budget and noted key additions/increases for next fiscal:

1. Ghost writer addition
2. Loss of NH and RI SRF contracts
3. Depreciation has increased due to investments in building
4. Executive director search

To help subsidize some of the above costs, some program fees have been increased. There was also a question as to how the auditor would categorize the executive director search, and it is likely it could wind up as a line in the operating budget, which may result in the budget operating at a \$50K deficit.

There was a suggestion to just transfer the executive director search monies from the reserves into the operating budget to balance that line.

The budget will be brought forward for approval at the April board meeting.

Item #4b - RFP for website redesign – Kirsten King.

Kirsten reported that the deadline for the Web site RFP was last Friday and we received no proposals. However, after internal discussion relating to the project and the current state of the

budget, she made a recommendation that the association not complete a full Web site upgrade at this time and instead work in-house to bring the site up to AWWA branding standards.

Dave Putnam suggested that proceeds from the golf tournament, etc. be earmarked for special projects, such as the Web site. Sponsor Services will review options at future meetings.

Item #4c – Other by Members.

None.

Item #5 – AWWA Director’s Report and Update.

Item #5a – AWWA Update – Adam Yanulis.

Adam reported that there is a new AWWA president-elect, Jeanne Bennett-Bailey out of Fairfax, VA, who was elected at this past board meeting in January.

AWWA is in good shape financially, and the AWWA 2020 partnership with sections is also doing well. AWWA India office is opening this spring, and will help with implementing AWWA standards in the country. This is a good business opportunity for AWWA.

In addition, the Community Engineer Corps program is continuing, which assists with infrastructure needs across the U.S.

AWWA also wants to continue to expand its efforts to include wastewater and stormwater.

WIFIA will be an important topic at the Washington, D.C. Fly-in this March.

The philanthropic program that supports scholarships is still growing.

Item #5b - RSMO Oct. 16-17, 2015 Hotel du Pont, Wilmington, DE.

Adam reminded everyone that the 2015 RMSO is in Wilmington, DE, and encouraged board members who are able to make it to attend.

Item #5c – AWWA Membership Summit – Katelyn & Membership Engagement Committee – Iseult at AWWA.

Item #5d – Other by Members.

Ray reported that fly-in representatives have been secured for all 5 states in our section. Mark Wetzel and Phil Bilodeau will attend from the board.

David Putnam has withdrawn his name from consideration on the MAC.

We have received an invitation from the NJ Section to attend their conference in March. Board members who can are encouraged to attend.

David Kane made a motion to accept the AWWA Director’s Report. Craig Douglas seconded. The motion was passed unanimously.

Item #6 – Council Business – Updates.

Mark Wetzel reported that he attended the Distribution and Storage Committee meeting. They are very active, and develop excellent programs. He has been trying to get in touch with the IT Committee as it has been dormant for a while, and he is brainstorming with Paul Riendeau of our staff on how to refocus them.

Lisa Gove reported that the call for student posters for the spring conference is out and submissions are due on March 13. Jacqui and Katelyn will market directly to students and colleges/universities.

Lisa encouraged all board members to reach out to their alma maters and/or other schools that might be interested.

Item #6a - Committee Outreach – Carol Harris and Katelyn Cahalane.

Katelyn has been working on reaching out to our committees and with recruiting new members to sit. She has been doing an excellent job.

Item #6b – Council Reports by Council and by Director Assignments.

Item #7 - Executive Director and Staff Reports – December – January 2015.

A written report was distributed to the board.

Ray updated that there were 335 attendees at Lantana, the spring conference is doing well already with 80 percent of the floor sold, and he encouraged all to make their room reservations for the Mt. Washington as soon as possible as the room block will most certainly sell out.

The AWWA Fly-in is in Washington, DC, from March 18-19 – Mark and Phil are going from board. All NEWWA's states (except CT) are represented as CTAWWA sends their own.

We recently upgraded the technology in the Pennichuck Room by adding a 47-inch television. This will help with meetings and committee work.

Unfortunately there is no progress for the backflow issue in PA.

Kirsten reported that the AWWA Areas 1 and 2 trainings are almost completely scheduled, and marketing for both will go out soon.

The March issue of the *Journal* will be the first one that Naylor produces and all is going well so far. The *Winter Source* is complete and mailed, and the deadline for *Spring Source* materials is February 12. Craig will write the *In the Boardroom* article for the *Spring Source* and Phil will write the article for the *Summer Source*.

Work is starting on the 2015 Value of Water Campaign, and Kirsten recently begun incorporating video updates into the biweekly *E-Source*. These can be found on NEWWA's YouTube channel – youtube.com/newwaterworks.

Ted provided an update that the exam review courses are scheduled for this late winter/early spring with a total of 91 participants enrolled to date. In addition, a second session of the D2-4 course has been added due to high demand.

The 2015 course schedule for the excavation safety and backhoe courses has been finalized and registration open. The first 2015 sessions of the 2A and 2B courses are scheduled to begin in March.

The Water Quality Symposium agenda is finalized and currently being laid out. It is an excellent program that will take place in May, with the title: "Simultaneous Compliance: Navigating Unintended Consequences."

There are six courses scheduled with CTAWWA and course information has been distributed. The 2015 schedule with the GMWEA is also complete and the NH ERG continues to run through 12/31.

Ray reminded all about the updated calendar and asked all to mark the dates on their schedules.

David Polcari made a motion to accept the Executive Director and Staff Report. Jim DeCelles seconded. The motion was passed unanimously.

Item #8 – This year’s major goals reminder of (From President’s plan)

- a. Raise awareness and promote the value of water and the waterworks profession.
- b. Expand membership and increase member participation; recruit and develop volunteers to become champions for programs and future leaders of NEWWA.
- c. Develop opportunities that will provide value to our members, including networking and educational training opportunities.
- d. Continue to build collaborative relationships with other organizations.

Item #9 – Other by Members

Item #10 – Committee Reports.

Item #10a – Executive Committee Update – Craig Douglas.

All items have already been covered previously in the meeting.

Item #10b – Alumni Club – Carol Harris.

Katelyn is working with Carol on how to keep this group going. She will be sending a survey out to members, and a meeting is scheduled for the Spring Conference. Bob Beurivage and Jim McCarthy will help lead the effort.

Item #10c – Speed Networking Update and Plans – Craig Douglas.

Craig reported that another speed networking event was held at the January Monthly Meeting. It was successful and will continue to evolve effort for future events. The next event will be at the Young Professionals breakfast at the Spring Conference on Wednesday morning.

Item #10d – Other by Members.

Adam mentioned the legislative breakfasts that take place in each state. NEWEA has played a big role in funding these efforts. NEWWA is absent at these and we may want to consider playing a bigger role. Adam encouraged board members to attend if possible. Suggestions will be forwarded to the Legislative and Regulatory Affairs Committee.

Item #11 – Announcements and Meetings.

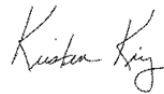
Item #12 – Adjourn.

Greg Leighton motioned and Jim DeCelles seconded to adjourn the meeting at 10:51a.m. The motion passed unanimously.

Respectfully submitted,



Raymond J. Raposa
Executive Director



Kirsten King
Communications Director