

2015 Strategic Planning Board Retreat MINUTES



When: Friday, March 6, 2015 to Saturday, March 7, 2015

Where: UA Biosphere 2

In Attendance: Brian Biesemeyer, President
Channah Rock, Vice President
Maria Brady, Secretary/Treasurer
Tim Thomure, Past President and Facilitator
Robin Bain, Central Arizona Trustee/Membership Chair
John Kmiec, Southern Arizona Trustee/Scholarship Chair
Jeff Biggs, At Large Trustee
Rob McCandless, Technical Committee & Conference Chair
Bob Hollander, Technical Committee
Lisa Culbert, Executive Administrator

Retreat Objectives:

- We Need a Refresher Course – Vision & Mission
- Review Changes at the National Level
 - ✓ Association & Foundation Objectives
 - ✓ Advocacy Plan and Fundraising Plan
 - ✓ Board Merger Plan
 - ✓ Branding and Logo(s)
- Review and Develop Action Items
 - ✓ Review of 2014 and develop action items for 2015
 - ✓ Committees
- Discussion Items
 - ✓ Scholarship Program
 - ✓ Steering Committee on Arizona Potable Reuse (SCAPR)
 - ✓ 2015 Events

March 6, 2015

National Changes – More than Just a Logo...



National is merging the Association and the Foundation. They will eventually share the same board.

The WaterReuse Research Foundation is a not-for-profit charitable organization that conducts research to improve the treatment, distribution and acceptance of reusing wastewater. The WaterReuse Association is a not-for-profit association of utilities, government agencies and industry that advocates for laws, policies and funding to promote water reuse. Both organizations play an important role in education. The Research Foundation creates educational tools and the Association uses those tools educate policymakers and the public on the science, economic value and environmental benefits of treating water to safely use it for a specific purpose, such as irrigation, manufacturing and drinking water.

Together, the organizations provide a comprehensive and complementary approach to building support for increased water reuse.

On September 7, 2014, the Board of Directors for the WaterReuse Association and WaterReuse Research Foundation approved a business plan which called for the merger of the membership of the two Boards of Directors.

To align the board membership, both organizations must have the same number of Directors. The Association has 23 Directors, plus a representative from each eligible international division and state section (8). The Foundation will consider amendments to their bylaws that would increase the number of Directors from 19 to 23 and add representatives of international divisions and state sections as non- voting, ex officio members.

The merger can be completed by 2018.

Guiding Principles to the Merger Plan

- Ensure the Shared Board provides the appropriate balance of public and private sector representation with a majority of Utilities represented at all times. (The composition analysis only includes the Directors that are appointed or elected at the national level and does not include division and state representatives.)

Type	Current Association	Current Foundation	Current Combined Composition	Model Shared Composition
Utilities	8	5	13	12
Business	6	12	18	8
Other	1	1	2	3
Vacant	8	5*	12*	-
Total	23	23*	46	23

*Assumes 4 new seats are added when revisions to the bylaws are approved by the membership of the Foundation.

- Ensure current Directors can serve the full length of their term at their originating organization.
- Ensure Directors on the Shared Board are members of both organizations.
- Ensure each Member is represented only once on the Shared Board.
- Implement the merger by appointing existing Directors from one organization to the other organization, while allowing the addition of new members when possible and appropriate.
- Appoint Directors with the shortest remaining length of service to the Shared Board first, which will create a permanent “shared seat” that can be filled with new Directors.

Potential Issues:

- Chapter presidents or chapter appointee are voting members of the association board, but non-voting members of the foundation.
- Utility is required to be member of both the foundation and the association. Currently only 3 utilities in AZ are members of both (Phoenix, Scottsdale, Surprise). There isn't a deep enough pool that qualify, maybe a total of 12 in our state.

Vision Update for Arizona Chapter

Reviewed current vision and mission statements and then a discussion produced new statements for the chapter.

New Vision Statement – Arizona’s recycled water authority

New Mission Statement – We advocate, educate and provide leadership for responsible use of recycled water

National Directions – Are we aligned and how do we support?

Objectives and Action Plans

- ✓ *Advocacy Plan*
 - *Define water reuse positions*
 - *Fed congress, administration, agencies (fostering relationships)*
 - *Federal aspirational goal*
 - *Funding opportunities*
 - *Monitor federal legislation and policy*
 - *State legislative support*
 - *2017 and beyond*
- ✓ *Membership Growth Plan*
- ✓ *Operating Plan*
- ✓ *Bylaws*
- ✓ *Board Merger Plan*

ACTION ITEMS:

1. Reach out to NM, NV & CO to join AZ regarding DPR (inland research projects)? NV & CO do have active section chapters, but NM doesn't. Agreed to reach out to NM to invite them to join our chapter so that we can mentor them into their own chapter. Lisa will ask National for a list of NM members and Tim Thomure will solicit on his next business trip to NM.
2. We need to develop a strategy to rebuild our relationships with new directors and leaders at ADEQ/ADWR and educate them on SCAPR.
3. We need to develop a strategy to build state legislative support for SCAPR.
4. We need to ask Morrison Institute/Kyle Water Policy Center to join WaterReuse AZ membership. We also need to educate Kathy Ferris on SCAPR. Brian and Robin will tag team contacting Kathy with AMWUA connections they both have.

How are we doing? - Review of metrics from 2014

- ✓ Complete business & strategic plan by April 15, 2014 - completed
- ✓ Send bits and pieces to Maria – completed
- ✓ Have Tim Thomure provide a SCAPR write-up (white paper) for the website – not completed (Recent article that Tim wrote for AZ Water newsletter will be posted to our webpage)
- ✓ Table other public awareness ideas - completed
- ✓ Arizona WaterReuse Symposium is scheduled for 2015 – completed
- ✓ National conference is scheduled for 2016 in Tampa Bay
- ✓ WR AZ chapter symposium is scheduled for summer of 2017 (National conference will be in AZ Sept 2017). Do we combine or still have our event?
- ✓ Discussion on SCAPR presentation sessions was tabled to Section 9 below.
- ✓ Look for student to help track presentations given – Lisa will handle this instead of a student
- ✓ Need a bylaw change for the annual report to follow the retreat – completed March 31, 2015
- ✓ Need a bylaw change for the annual meeting to fall in October or November - ?
- ✓ Post Business Plan from 2013 – completed
- ✓ SCAPR presentation to APWA - completed
- ✓ SCAPR presentation to Pinal Partnership Water Committee (???) – Tim to follow up
- ✓ SCAPR presentation to ASCE Luncheon ?
- ✓ SCAPR presentation to WESTMARC Board ?
- ✓ Contact AMWUA media contractor to determine cost and potential for FB and other public outreach – Lisa to prepare a social media plan for board discussion

ACTION ITEMS:

1. Have Tim Thomure provide a SCAPR write-up (white paper) for the website – not completed (Lisa to request recent article that Tim wrote for AZ Water newsletter will be posted to our webpage)
2. Look for student to help track presentations given – Lisa will handle this instead of a student
3. Contact AMWUA media contractor to determine cost and potential for FB and other public outreach – Lisa to prepare a social media plan for board discussion
4. Pinal Partnership Water Committee (???) – Tim to follow up

Scholarship Program (John)

The 2015 scholarship application is posted to our website. John will send out to contacts at the colleges/universities. We need more outreach to NAU – Channah will send the application to Paul at NAU. We will need to meet to review and approve selected scholarship winners. A special session was scheduled for June 22, 2015 from 11 AM – 1 PM at HDR.

The chapter's first scholarship winner, Patrick Mette is now working for Westland Resources. We need to produce an article for our website page. (John to contact).

ACTION ITEMS:

1. We need more outreach to NAU – Channah will send the application to Paul at NAU to distribute.
2. Publish article about our first scholarship winner, who is now working at Westland Resources. (John to contact, Lisa can assist in writing the article if needed).
3. Special session to review and select scholarship winners (board) – June 22nd at 11 AM at HDR

March 7, 2015

Set Our Goals for 2015

ACTION ITEMS

1. Produce educational Video to give to groups like Valley Forward, etc. (highlights - Scottsdale, Tucson Water, Palo Verde, Amount of recharged of reclaim water). Video to be similar to “the ways of water”. Created Adhoc committee (Brian, Lisa, Channah) to explore partners to create educational video in 2016.
2. Setup social media outlets to promote when members are presenting - Lisa
3. Get list of NM members from National (Lisa). Invite NM to speak at conference (Tim).
4. Post Presentations to be presented at AZ Water on website. Brian to email members with new logo to add to their presentations and asking them to share the presentation with us to promote on our WR chapter website. Brian will send info to Lisa as he gets it for posting on the website.
5. Setup table/booth near Sierra room during AZ Water conference for chapter (Lisa will talk to Debbie to coordinate)
 - o Get membership packets (50) for AZ Water table (Robin/Lisa)
 - o New banner (Robin/Lisa)
6. Membership

The following is a list of additional agencies and entities we need to reach out to and recruit:

Agency/Entity	Volunteered to contact	Status
EPCOR	Maria	
El Mirage	Robin	
PACE	Robin	
Oro Valley	Jeff	
Metro Water	Tim	
Liberty	Maria	
Casa Grande	Guy	

Agency/Entity	Volunteered to contact	Status
Cave Creek	Robin	
Fountain Hills	Rob	
Gilbert	Rob	
Glendale	Brian / Tim	
Goodyear	Rob	
Mesa	Brian / Bob	
Prescott	Channah / Tim	
Prescott Valley	Guy	
Yuma	Tim	
Freeport McMoRan	Guy / Tim	
Maricopa County	Lisa	
Ak Chin	Channah	
Payson	Channah	
Avondale	Robin	
Lake Havasu City	John/Channah	
Frito Lay	Rob	
Intel		
APWA	Robin	
CDM-Smith	Rob	
ABCUA	Tim	
Rio Rancho	Tim	
Las Cruces	Tim	
City of LV, NM	Tim	
Cloudcroft	Tim	
Pinetop/Lakeside	Lisa/Maria	
Sierra Vista	Tim	
Show low	Lisa	
Town Sahuarita	John	
Southwest Groundwater		
Hydrosystems		
Additional targets for enhanced participation in the organization:		
Pima County – Jeff Prevatt	John / Jeff	
CH2M-Hill	Brian	
ASU		
NAU		
ADEQ – Talk to Chuck Graf		
ADWR		
Montgomery and Associates		
Clear Creek Associates		

7. Technical Committee Goals (Bob)

- a. To be recognized as experts on water reuse technology and technical matters in AZ
- b. To provide technical water reuse education and outreach to our members, colleagues, policy makers and the general public

8. Technical topics may include:

- o Reuse and reclaimed water quality standards
- o Reuse and reclaimed treatment technologies

- Industrial water reuse
 - Use of reclaimed water for potable supply (e.g. DPR, IDR and ASR using reclaimed)
9. Facility tours (Phoenix ASR, Palo Verde, Gilbert, Frito-Lay, Intel, Sweetwater/Tucson). To be organized after the conference.
 10. Succession for the technical committee
 11. Committee will take the lead on coordinating topics and/or facility tours for quarterly chapter meetings.
 12. We are different from AZ Water's Reuse committee in that we are an advocacy group.
13. Legislative – need to nudge Guy or perhaps look for replacement. Maybe Alan Dulaney? New Snell & Wilmer member has agreed to participate on committee (Robin)
 14. Start process or create coalition in 2017 or 2018 to have something in place by 2020 for effluent/remediated groundwater credits past 2025
 15. Potential research projects in Arizona – Board needs to look at the projects before they are released. (Tim – will send the list from the Research conference as soon as its released) In October discuss funding research project to continue next stage of SCAPR.
 16. Awards – conference committee to take the lead (Rob to email Tim for past info).
 17. Board Members – recruit members to join the board in the future
 18. Chapter Meetings – change format to attract more engagement with members and provide more benefits to retain members and possibly recruit new members. Lisa will contact National to setup webinars for each meeting.

11:00 AM Chapter Meeting featuring guest speaker/presentation
 11:30 AM Q&A
 11:45 AM Break and lunch for those physically present
 12:15 PM Board Meeting

Upcoming Meeting Dates:

April 16 – SCAPR “Status Report” Release White Papers, Tim Thomure
 July 26 – Conference
 Oct 15 – So AZ (Tucson Water, Marana – Updates, TW master plan, etc.) John Kmiec
 Jan 2016 – APEC Update
 April 2016 - April 2016 – ?? DPR Expert Panel

19. AZ Water luncheon meeting presentations on SCAPR - confirmed
 - Tucson, April 2nd, Tim Thomure
 - Phoenix, April 14th, John Kmiec

SCAPR Update (Tim)

ACTION ITEMS

1. Tim is combining our white paper with other white papers that have parallel to our state.
2. Tim to present at April quarterly chapter meeting with Webcast regarding SCAPR – Lisa to coordinate webinar with National.

2015 Events/Conference (Rob)

ACTION ITEMS:

- Set tracks/program
 - Tracks – Potable reuse, public outreach, regional issues, novel tech, water quality issues, industrial/other reuse (SCA Tissue, Frito-Lay), look at research agenda for topic ideas.
- Solicit sponsors (Jeff)
 - suggest keeping 1 level at \$500
 - Establish sponsor benefits and revise form
- Target keynote speakers by 3/31
 - Melissa Meeker (Tim to confirm for 7/27 AM)
 - ADEQ/ADWR
 - Morrison Institute (Brian to contact)
 - Jon Kyl?
 - Invite Gov (Brian/Jeff)
 - City of Flagstaff to do welcome (mayor, etc)?
- Social activities
 - Informal welcome reception Sunday
 - Dinner Monday (explore off-site with vans/bus), social activity if on-site (Family Feud, Corn Hole, karaoke, etc).

Administrative – Logo, Website, Etc. (Robin/Lisa)

ACTION ITEMS

1. Order T-shirts with new vision statement and new logo on T-shirt “I am Arizona’s Recycled Water Authority” to give to all symposium attendees. (UA, ASU, NAU colors and other neutral color for non-AZ)
2. Order polo shirts with new logo for members to purchase (sell at cost). Have sample to show by April board meeting – need sizes, pricing
3. Order board member shirts different from general membership shirts. Board member shirts paid by chapter funds.

Social Media (Lisa)

ACTION ITEMS

1. Lisa to explore social media outlets, what will work best and develop a plan. Chapter currently has only a LinkedIn page.
2. Need to have group picture of the board taken at the conference for posting on our website and social media outlet pages.