

**MISSOURI SECTION
BOARD OF TRUSTEES MEETING
VIRTUAL MEETING**

Date: November 6, 2020

Place: Virtual Platform

ATTENDANCE: 11/13 (Quorum secured)

Board Members:

Joel Ogle	Chair
Mike Klender	Chair-Elect
Jenny Doyle	Vice Chair
Roddy Rogers	Director
Randy Moore	Director-Elect
Tony O'Malley	Secretary-Treasurer
Nick Davis	Asst. Secretary –Treasurer
Mike Galluzzo	3 rd Year Trustee
Bob Parks	3 rd Year Trustee
Scott Phillips	2 nd Year Trustee
Corinne Duckworth	2 nd Year Trustee
Karen Marie Dietze	1 st Year Trustee

Committee Chairs:

Debbie Maurer	Show Me Magazine Editor
Heather Gipp	Diversity & Inclusion
Frank Genovese	MoWARN Subcommittee
Mel Peterein	Young Professionals, Chair
Andrea Spinski	Young Professionals, committee member
Mike O'Connell	Scholarships
Mark Griffin	Sustainability Initiatives Coordination

Administrative Manager:

Mary Odom

Absent:

Jeff Clark	Past Chair
James Okumu	1 st Year Trustee

I. CALL TO ORDER

The meeting was called to order at 8:30 a.m. by Chair Joel Ogle. He welcomed everyone to the virtual board meeting.

Approval of Minutes – Joel Ogle

MOTION: To approve the July 17, 2020 Board of Trustees Meeting, August 12, 2020 and October 14, 2020 Monthly Meeting Minutes.

Made by: Randy Moore

Seconded by: Jenny Doyle
Vote was unanimous, motion carried.

II. DIRECTOR'S REPORT

Director Roddy Rogers discussed the pandemic still has a grip on our nation and everyone's lives. AWWA has developed a COVID-19 resource page available on awwa.org. They also provided an infographic released by the National Emergency Management Association (NEMA) and the Pacific Disaster Center (PDC) that covers COVID-19 data and restrictions in the United States as of October 8. It is an interesting and quick way to compare how different states have responded. A copy of the document is attached. And while we are all "Corona weary", new and innovative ways for carrying on are rapidly being developed. AWWA is at the forefront of that battle. Examples follow.

BUDGET-CEO LaFrance characterizes the approved 2021 budget as a "result of many hours of careful thought and rigorous analysis through challenging and changing conditions". While the coming year's budget reflects the reality of the pandemic, the association remains fiscally strong and committed to advancing AWWA's newly adopted Strategic Plan, including the strategic objective of ensuring the long-term financial health of AWWA. AWWA experienced significant decreases in revenue from the inability to host in-person conferences but these were offset by the Federal Paycheck Protection Program and potential insurance claims. The largest revenue risk in the 2021 budget is in-person events. It is hoped that face-to-face gatherings will resume by June with ACE21 in San Diego and continue through the second half of the year. The budget reflects this assumption. Recognizing the importance of AWWA official representation at Section annual conferences, AWWA is committed to providing "virtual" visits from official representatives throughout the year. The budget also assumes some losses thru decrease in membership.

CYBERSECURITY- The pandemic has created yet another avenue for cybercrime to capitalize on and AWWA is responding. October is National Cybersecurity Awareness Month. This year's theme is "Do Your Part. BeCyberSmart. Protecting members' personal information is a core responsibility of AWWA and its Sections. AWWA works to create a secure data environment, following industry best practices and maintaining compliance with regulations and industry standards. A copy of the recent AWWA best practices policy is available on the website. Our Section may wish to consider purchasing cyber insurance in addition to the general liability insurance coverage provided by AWWA. Visit the Section microsite to view the most recent webinar on insurance coverage and other related resources.

CONFERENCES-Rescheduling and virtual socialization are the rules of the day. AWWA has been nimble by cooperating with our conference partners at the Water Environment Federation (WEF) to reschedule the Utility Management Conference (UMC) and Young Professionals Summit (YP Summit) from February to August 1-6, 2021, in Atlanta. The YP Summit will be Aug. 1-3, and UMC will run from Aug. 3-6. The events were previously scheduled for Feb. 23-26 in Atlanta.

OPERATIONS-The pandemic has tangible operational effects too. Again, AWWA swings the bat at this curve ball with a hit. Together with the International Association of Plumbing and Mechanical Officials (IAPMO), they just released the guide "Responding to Water Stagnation in Buildings with Reduced or No Water Use" to assist in the reopening of buildings during the

COVID-19 pandemic. Developed by a team of experts, it draws on available guidance from the Centers for Disease Control and Prevention, the U.S. Environmental Protection Agency (EPA) and accredited standards from the American National Standards Institute. The guide provides a framework for building owners and managers to access if actions are needed and how to proceed in the wake of periods of water stagnation in building water systems.

Since 2004, AWWA has conducted the State of the Water Industry Survey (SOTWI). This survey is open to all water industry professionals and asks for their perspective on the current and future state of the water industry. Participants can enter a raffle for a gift card. The survey will be open through November 20, 2020. Please take the opportunity to participate.

AWARDS-Nominations for the AWWA Exemplary Source Water Protection Award are due on January 15, 2021. Consider nominating your water system for this award, where winners will be announced at the 2021 AWWA Annual Conference & Exposition. Each year, the American Water Works Association (AWWA) recognizes the efforts of Source Water Protection Programs that have developed and are implementing exemplary source water protection programs. Organizations may self-nominate or be nominated by an AWWA member, regulatory agency responsible for source water protection, a local chapter of the National Rural Water Association, or regional authorities. More information about the award may be accessed via <https://www.awwa.org/Membership-Volunteering/Awards/Exemplary-Source-Water-Protection-Award>.

I encourage all of us to follow AWWA's good example of hanging in there through these challenging times; and use it to find new and even better ways to conduct business and provide a better world through better water. Thank you for the opportunity to serve our Section.

III. SECRETARY/TREASURER'S REPORT

Tony O'Malley presented a dashboard of financial charts that included a Condensed Statement of Activities, Revenues by category, Expenses by category, and Assets. Revenues are down, but so are expenses due to the pandemic. Assets have dropped about sixty thousand dollars this year as compared to last year also due to the pandemic.

IV. CHAIR'S REPORT

Chair Joel Ogle discussed Board actions since the last meeting:

- Approved the signing of the Margaritaville Contract
- Adopted the Code of Conduct
- Adopted the Whistleblower Policy
- Approved the expenditure of \$846.95 for launching the MoWARN website and \$162 for annual hosting fee.

Chair Ogle has a meeting scheduled with Margaritaville on Monday November 9th. Mickey Bernard and Jim Burks from MWEA will also be attending this meeting. The agenda is to discuss the options for the 2021 annual conference.

V. ADMINISTRATIVE MANAGER'S REPORT

Mary Odom discussed the new dashboard of metrics that several trustees have worked together to develop. The dashboard is evolving, so subsequent ones will look different from this first baseline dashboard. The upper right corner metrics will rotate out various indicators as needed such as virtual training and the joint annual meeting.

In the center bottom of the dashboard is email metrics. Note that for the email metrics, the average open rate is 19.51% which is climbing from a dip down that we took over the summer. The industry average for associations is 25%, so that is my goal as I work on our list hygiene and content messaging. At the beginning of the year, our email list had over 150 bounces for bad email addresses or server rejections. Over the course of this year, those bad email addresses have been removed from our list by MailerLite automatically. We started with 924 unique addresses on our list, and now we have 768 good email address with only 5 bounces last month. So the bounce rate has improved greatly. The other good news is that we've only had 6 unsubscribes all year!

Strategic Plan

Mary created a reporting structure so that we can track our progress on the initiatives that the board set for the year. During our quarterly meetings, she will be tracking 3 things: percent complete, completion date, and target metrics. When board members give their reports, I'll be listening for these 3 things and entering them here. Today, the Philanthropy Committee needs to set the goal for the amount to raise this year. Karen Marie would like to set a goal of having one fundraising event instead of setting an amount.

Policies Update

The Document Retention Policy was discussed at the last board meeting. As a refresher, this policy protects the association in the event of a lawsuit or criminal investigation and ensures that we are archiving documents appropriately and not destroying any documents that might be needed to prove compliance with laws and nonprofit regulations.

The Treasurer suggested some changes to the bank documents section such as removing bank deposit slips.

MOTION: To adopt the Document Retention Policy with the noted change above.

Made by: Tony O'Malley

Seconded by: Karen Marie Dietze

Vote was unanimous, motion carried.

G-Suite Updates

The last thing I wanted to give an update on is our generic email addresses that have been set up and posted on our website:

Chair

Chair-elect

Vice-chair

Secretary-treasurer

Asst-secretary-treasurer
Editor
Compliance-officer

These addresses are forwarded to the current officer and will serve as perpetual addresses for all future officers.

Important Dates

November 2-5, 2020	Water Infrastructure Conference & Exposition, Philadelphia PA (CANCELLED)
November 10-11, 2020	AWWA/SWAN International Smart Water Symposium, Austin TX (NOW ONLINE)
November 15-19, 2020	Water Quality Conference & Exposition, Schaumburg, IL (CANCELLED)
November 17, 2020	Regional Meeting of Section Officers (ONLINE)
December 8-10, 2020	Virtual Summit: Water Quality & Infrastructure (ONLINE)
January 27-29, 2021	AWWA Membership Summit (ONLINE)
February 21-23, 2021	Young Professionals Summit (POSTPONED)
February 23-26, 2021	Utility Management Conference (POSTPONED)

VI. COMMITTEE REPORTS

Director Roddy Rogers:

Fuller Award- Raed Armouti – The committee will start discussions soon to make a nomination.

Membership Engagement- Jenny Doyle and Scott Phillips

Currently we have 733 active members, including 17 new members. That also includes 2 new students. AWWA says we are about to hit the quarter when the pandemic impact will start to show in our membership numbers. The decline is expected to continue through the end of the year and into 2021 as the financial impacts are starting to hit our member companies. We have 5 dropped members so far in November, and we are reaching out to them to touch base.

National Nominations- Tony O'Malley

We made a nomination for the 5 Under 35 Outstanding Young Professional, but we haven't heard anything back yet.

Water Industry Coordinating Council- Roddy Rogers presented for Mark Bross

WICC has been discussing the lead and copper rule revisions and AWWA comments to the EPA. They have also been involved with getting consensus proposal on the drinking water fees for primacy and lab fees here in Missouri. They provided a letter of support to the Safe Drinking Water Commission which will go on to the Governor's office. A public hearing was held on September 20, 2020. It's on track to be finalized by early next year.

Chair Elect Mike Klender:

Budget- Mike Klender

Budget requests must be submitted by November 13th. We are using a shared Google Sheet to enter budget needs and justifications. Tony commented that he is coordinating awards and scholarships to combine those budget needs together.

Strategic Planning- Mike Klender/Jenny Doyle

We are tracking our Strategic Plan in a spreadsheet now. Next year's planning may also be virtual.

Water Utility Council- Mike Galluzzo

We were anticipating the lead and copper rule revisions to be published on October 20th, but the EPA has still not released them.

Vice Chair Jenny Doyle:

Annual Conference Management- Bob Parks

Jenny discussed the 2 joint ad hoc committees that are working right now. One is for the cancellation of 2020 conference, and the other is for the 2021 planning. The cancellation committee is on track to file the insurance claim shortly. The 2021 committee has not reached a consensus yet on having the event in person, but they hope to make a recommendation by the end of the year. The member survey that went out received 245 responses. We will delve into the details, but the majority of people said they would attend a virtual conference, but they would not attend a virtual exhibit hall. The majority are also not interested in virtual networking.

Bob commended both organizations for having the best collaboration working on both the 2020 and 2021 conference. WEF announced a couple of days ago that all of their events will be virtual through April 2021.

Joel mentioned that AWWA is making available "Lessons Learned" on virtual events held by other sections.

Mike Klender mentioned that KCMO is running low on operator hours due to the inflexibility of MDNR limits on 2-hour maximums for virtual trainings. Jenny suggested that he could work with Karen Marie to offer the needed operator hours. Mark Griffin suggested that we add a link on our website to AWWA virtual trainings which he has taken and submitted to MDNR for credit and never had any difficulty getting the CEUs.

Randy noted that MDNR doesn't allow any lunch hour trainings. He is a former state Drinking Water Commission and speaks DNR language. He is glad to help with negotiating with DNR for the conference CEU approvals.

Technical Program- Jenny Doyle

The Call for Papers was extended another 2 weeks. We had received about 90 papers by the original deadline. We want a larger pool to select from. We are scheduling a call for the selection committee, and we are including those from last year. But if you would like to be included on the selection committee, reach out to Jenny.

Secretary/Treasurer Tony O'Malley:

Registration- Tony O'Malley- no report

Site Selection- John Brummer- no report

Assistant Secretary/Treasurer Nick Davis:

SHOW-ME Magazine- Debbie Maurer

Debbie is looking forward to working with the board on the magazine. She needs a couple more papers for the Winter issue. The theme is distribution. Karen Marie will be sending a paper on lead and copper corrosion control. Send it to editor@awwa-mo.org.

Public Information- Melissa Carver- no report

Webmaster- Mary Odom

Website traffic metrics are displayed on the new dashboard.

Master Planning Calendar- committee meetings, board meetings, and events are all compiled on this shared calendar so we don't double book events. This tool is for volunteer leaders to use (not the public) and is located on the Section Administration Webpage. Chairs should let Mary know when their meetings are scheduled and if they would like to use the Google Meet or GoToMeeting platform.

Changes to the website:

- Financial reimbursement forms have been updated with expense codes.
- A new menu item in the top navigation level has been added called "Resources" where the Sustainability Committee will be posting resources.

Chair Joel Ogle presented for Past Chair Jeff Clarke:

Audit- Elizabeth Robertson- no report

Education- Karen Marie Dietze presented for Kevin Wiggins

The AWWA USDA grant programs have been held for Missouri small systems. The first one was on self-assessment and the second one was on cybersecurity. These were 2-day trainings. We have signed a contract to conduct 2 more programs which may be delivered by Missouri speakers.

Nominating- Jeff Clarke- no report

Joel mentioned that we need to be looking for our next 1st year trustee candidates.

3rd Year Trustee Mike Galluzzo:

Small Systems- Kevin Wiggins- no report

Landmarks- Nick Davis

Nick the Jackson Water Tower is under review by AWWA and we expect an answer in February 2021.

Retirees- Jenny Doyle- no report

3rd Year Trustee Bob Parks:

Safety & Emergency Planning- Randy Moore/Frank Genovese

Frank will be reaching out to the main contacts of Missouri utilities as well as Missouri consultants that can serve as associate members of MoWARN. Randy suggested that the MAC committee be utilized to recruit associate members. The website construction is underway.

Young Professionals- Mel Peterein

The committee has held 6 events in 2020, all virtual. The last one was the Learning Over Lunch that highlighted Hannibal's Facility. They are trying to find other projects that they can highlight virtually. Please send ideas and suggestions to Mel. There's not much interest in meeting in person.

Chair Joel Ogle presented for 2nd Year Trustee Corinne Duckworth:

Student Activities- Corinne Duckworth- no report

Mel Peterein invited all to share the student/YP Water Tower Competition that's currently on their Facebook page.

Sustainability Initiatives Coordination- Mark Griffin

The committee proposed 3 slogans for sustainability and asked for feedback. The one that received the most positive feedback was "Show Me Clean Water", but it might infringe on MWEA's clean water slogan. The committee also is seeking approval of a new award to start this year called "Missouri Section Sustainability Award". The description & criteria will be:

The "MO Section AWWA Sustainability Award," is a new environmental award that recognizes Missouri projects that promote the sustainability of our most precious resource, clean water. Preference is given towards projects that promote sustainable environmental benefits for water related projects. Qualifying projects may be related to source protection for surface water or ground water, reduction/elimination of pollutant discharges, waste management reduction, green infrastructure solutions, efficiency improvements, LEED projects, or water treatment improvements that equate to long term water quality sustainability. In general, projects that improve the environment and benefit public health may qualify. Preference is given to projects that demonstrate sustainability related to potable water. Wastewater, stormwater, recycling, reuse, and air quality improvement projects are all eligible depending on the impact the project has towards protecting and improving our water resources. Must have an AWWA membership for your project to qualify.

An application form has been created and the deadline for submissions will be January 31, 2020 for awarding at the annual conference. The committee will need at least \$500 for the 2020 year to award 1st, 2nd and 3rd place awards. Joel said it was not a problem to approve the requested \$500. Scott should be included in ordering and promoting the awards to streamline the process. The award also needs to be codified in the Administrative Guidelines.

Randy would like to see a reference added to the triple bottom line which includes economic, environment, and societal impact of sustainable projects.

There were no objections to the plan that was presented, so committee will proceed with the award.

JR Popalisky Scholarship- Mike O'Connell-

Joel welcomed Mike O'Connell as the new chair. Mike and Chester are going to have a transition meeting. Mike will have an article for the magazine this week.

Chair Ogle presented for 2nd Year Trustee Scott Phillips:

Awards- Scott Phillips- no report

Service Citation Award- George Hausdorf- no report

Professional Awards- Tony O'Malley- The Fuller Award pin is ready for delivery. He will send it to Matt McLaughlin to decide how to present it to the recipient. If we do it virtually, Randy would like to get an AWWA officer to present it at a monthly virtual call.

Manufactures/Associates Council- Joel Ogle for Scott Phillips

Scott has been involved in some conversations with AWWA concerning how we get the vendors involved.

1st Year Trustee Karen Marie Dietze:

Philanthropy- Karen Marie Dietze

AWWA Association is hosting a Water Equation virtual fundraiser on September (20-24). Our Section donated 3 items, 2 of which were donated by Tnemec. Thanks to Randy for donating and to Mel for facilitating the donations. The amount raised was \$325. Thanks to Tony for spreading the word.

Water for People- Mel Peterein

We have a television that Martha dropped off for future conference use.

Water Equation- Jenny Doyle

Research- Karen Marie Dietze

We are hosting trainings every 2 weeks. We've had 7 total trainings since August. Our next one is on November 19 on NSF Standard 60 & 61. We also have one coming up on December 9th on taste and odor control. Please send suggested topics or speakers to her. We've been experimenting with the cost to see if it is having an impact on attendance by offering trainings for free. We may set up a payment structure where members are free and nonmembers are \$5. This could be accomplished through a discount code.

Randy would like to create a library of recordings on our website. Jenny would rather it should be for members only as a member benefit which would require a login set up.

Drinking Water Week- Karen Marie Dietze- no report

Chair Ogle presented for 1st Year Trustee James Okumu:

Bylaws- Raed Armouti- no report

Operations Service Awards- Kevin Wiggins – no report

Diversity & Inclusion- Heather Gipp

She is getting her bearings and looking forward to an upcoming virtual meeting with the other section D&I committee chairs in two weeks.

VII. NEW BUSINESS

AWWA rolled out a campaign with a discount code "THANKYOU" to use for purchasing swag from the AWWA store.

Randy is chairing the development of a new Manual of Practice on innovation utilities, and he need authors who are willing to work on it.

Next meeting is on December 9th at Noon for our virtual monthly call. The next quarterly board meeting is on January 15, 2021.

VIII. ADJOURNMENT at 11:05 am

Respectfully submitted,
Mary Odom, Administrative Manager