



**MISSOURI SECTION  
BOARD OF TRUSTEES MEETING  
MINUTES**

**Date: January 15, 2021**

**Place: Virtual Platform**

**ATTENDANCE: 13/13 (Quorum secured)**

**Board Members:**

Joel Ogle	Chair
Mike Klender	Chair-Elect
Jenny Doyle	Vice Chair
Jeff Clark	Past Chair
Roddy Rogers	Director
Tony O'Malley	Secretary-Treasurer
Nick Davis	Asst. Secretary –Treasurer
Mike Galluzzo	3 <sup>rd</sup> Year Trustee
Bob Parks	3 <sup>rd</sup> Year Trustee
Scott Phillips	2 <sup>nd</sup> Year Trustee
Corinne Duckworth	2 <sup>nd</sup> Year Trustee
Karen Marie Dietze	1 <sup>st</sup> Year Trustee
James Okumu	1 <sup>st</sup> Year Trustee

**Committee Chairs:**

Debbie Maurer	<i>Show Me</i> Magazine Editor
Heather Gipp	Diversity & Inclusion
Frank Genovese	MoWARN Subcommittee
Melissa Carver	Public Information
Mel Peterein	Young Professionals
Mark Griffin	Sustainability Initiatives Coordination
George Hausdorf	Service Citation Awards

**Guests:**

Martha Silks	Former Trustee
David Jarrett	MAC Committee
Kevin Guy	MAC Committee

**Administrative Manager:**

Mary Odom

**Absent:**

Randy Moore	Director-Elect
-------------	----------------



## 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 November 6, 2020 Board of Trustees Meeting and December 9, 2020 monthly meeting minutes.**

Made by: Jeff Clarke

Seconded by: Roddy Rogers

Vote was unanimous, motion carried.

## II. CHAIR'S REPORT

Chair Joel Ogle discussed the following items:

1. Changes to AWWA Section meetings
  - RMSO has been consolidated to 2 meetings in the fall. Sections can choose which in-person event to attend, either Utah or Maryland.
  - Summer Workshop has been converted to a series of 3 virtual meetings
2. Board actions since the last meeting:
  - Voted to pursue an in-person conference in August 2021
3. Event services may be modified for the pandemic such as contact-less checkin and social distancing measures. Event offers an RFID services for monitoring attendees which is too expensive to consider for our conference.
4. Chair hand-off and voting time frame for board positions: recommend doing the transition at the April virtual board meeting. If there are no objections, we will proceed. Tony clarified that this would serve as our Annual Meeting which would close our fiscal year just like normal. We will invite an Association officer to conduct the installation piece.
5. Board Service Awards for Martha Silks and Jenny Doyle: Chair Ogle recently honored the contributions of two Trustees for their tenure on the MO-AWWA Board: Martha Silks and Jenny Doyle. Both Trustees served from 2018 to 2020 and have outstanding records of service. We will miss Martha Silks on the board as she moves on to other endeavors in her professional activities. Jenny Doyle is continuing her service on the board as Vice Chair this year. The Section is indebted to both of them for their dedicated service.
  - **Martha Silks, 2018-2020** “What I appreciate most about this board is their high energy. You’ve done great things and will continue to do great things. Thank you for the time I was a part of the board.”
    - Water For People Committee Chair
    - Diversity & Inclusion Committee Chair
    - Initiatives including Women in Water events
  - **Jenny Doyle, 2018-2020** “I have appreciated my time as a Trustee. It’s been interesting to see how far the Section has come in 3 years. I’m thankful for the opportunity to serve.”



- Membership Engagement Committee Chair
- Young Professionals Committee Chair
- Water Equation Committee Chair
- Strategic Planning Committee Co-Chair

### III. DIRECTOR'S REPORT

Director Roddy Rogers discussed Section Services monitoring the latest COVID updates and a return to “normal” does not appear imminent, with case numbers rising across most of the US. While there has been good news recently concerning vaccines, it is still unknown when those vaccines will be commonly available. Second, many Sections are facing tight budgets for 2021 and may be unable to fund travel for certain events. With this in mind, the four Regional Meetings will be consolidated into just two in-person meetings in the fall of 2021. One will be held in the Intermountain Section (Utah) and one in Chesapeake Section (Maryland). Additional details will be sent for both those events in the coming months. Any Section is welcome to attend either meeting. There will be no spring Regional Meetings held. In addition, Summer Workshop will be offered through a series of three webinars (similar to 2020). The webinars will be held on three consecutive weeks in July. More information to come. It is hoped that normal activities could resume in 2022.

AWWA ANNUAL CONFERENCE & EXPOSITION (ACE) can be experienced your way in 2021. You can now register to attend ACE21 in-person OR online from your home or office from June 13-16. However you choose to participate, you'll find a forum for premier education, timely insight and networking to help solve the water sector's immediate and future challenges. Similarly, the Membership Summit is going 100% virtual this year. That means no arduous travel, no surprise Denver snowstorms, and no time away from the office or family. This will provide opportunity to learn from peers in other Sections and AWWA staff about new programs, techniques and ways to update programming for the new digitally based environment.

AWWA JOURNAL & OPFLOW UPDATES is reducing the annual number of print issues for the from 12 to 10 in 2021. Each periodical will print a combined January/February issue in January and a July/August issue in July. The change will start with the first issues of the year in January. This keeps in line with current publishing trends and the Publications Team are looking to add digital offerings for members in February and August as part of a broader digital strategy.

JANUARY BOARD MEETING will be held virtually on January 26 to elect the next VPs and President Elect, preceded by sessions to get to know the candidates on January 13,14, and 15. There are 4 each VP and Director at Large candidates and 2 President Elect Candidates—all excellent candidates.

AWWA SECTION SMALL SYSTEM PROGRAM AWARD recognizes AWWA sections for initiatives that promote small system compliance, quality water service, and involvement in AWWA. Up to three awards may be granted annually. Each award will consist of a plaque and \$200 in cash to be used specifically toward funding small system development. Each section will be asked to indicate the anticipated use of the funds. Additional Information and an entry form can be found on the AWWA website under Section Small System Program Award.



**WORLD BANK GROUP MEMBERSHIP.** To extend the reach of its water sector resources and knowledge across the globe, AWWA is piloting a unique membership opportunity for staff and clients of World Bank Group. World Bank is providing 100 customized, individual AWWA memberships to its staff, members and clients, enabling them to access virtual educational opportunities with AWWA. The World Bank Group is one of the world's largest sources of funding and knowledge for developing countries and works in every major area of development. Founded in 1944, the institution provides a wide array of financial products and technical assistance and helps countries share and apply knowledge and solutions to their challenges.

**NATURAL RESOURCES CONSERVATION SERVICE (NRCS)** is expected to issue a new round of funding for the Regional Conservation Partnership Program's Alternative Funding Arrangements (RCPP AFA) applications in January. AWWA has long advocated that utilities participate. Members interested in RCPP should contact their NRCS state conservationist, see the RCPP site, review AWWA's materials and contact Adam Carpenter in the AWWA D.C. office if they would like more assistance with developing the application.

**WOMEN FOR WATER CIRCLE OF GIVING.** AWWA's Water Equation established the Women for Water Circle of Giving in 2020 to raise money to fund STEM youth programming across North America. In its inaugural year, the Women for Water Circle of Giving awarded \$10,750 to support six influential youth programs.

Membership and budget goals were adjusted early in the year for the impacts of COVID. Year-end member count will exceed 49,300 and exceeds the adjusted goal of 48,500. Also, AWWA's financial summary shows that while net income is negative for the year, it is better than expected in the adjusted Endorsed Financial Plan.

#### **IV. 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. Chair Ogle reported that the 2020 conference insurance claim has been filed, and now we are waiting for the insurance payout.

#### **V. ADMINISTRATIVE MANAGER'S REPORT**

Mary Odom discussed updates to the new dashboard of metrics that several trustees have worked together to develop.

**COMMUNICATION METRICS:** The website usage and page views were slightly down this quarter, but still on par with usage during the fourth quarter of 2019. We will have a wildly different usage pattern for 2021 since the conference has been postponed. Mary would still like to see page views consistently above 3,000. In the center bottom of the dashboard is email metrics. For the email metrics, our average open rate is 19.87% for the 2020 year which is below the industry average for associations which is 25%. Mary's goal is to increase the open rate to 25% as she work on our list hygiene and content messaging. The industry average click rate for associations is 5%, so we also have some work to do on improving that.



**SOCIAL MEDIA METRICS:** Our LinkedIn following continues to grow. We started the year with 385 followers and ended the year with 439 (14% increase). Facebook following grew by 17%. We've had good activity on both platforms, with impressions and engagement both needing improvement as we go into the new year.

**COMMUNICATION PLAN:** Mary has written an annual communication plan that coordinates all of our communication channels including print and digital channels. The plan details our audience profiles, goals for each audience, frequency of communications, messaging, and delivery methods. It also includes a master Editorial Calendar that details the themes of each *Show Me Magazine* issue, and the timing of other communication channels each month. The Editorial Calendar will be shared with other stakeholders including our Editor, Public Information Committee, Conference Planning Committee, and any others that are interested. This will be finalized by January 31<sup>st</sup> and monitored by the 3 executive officers.

#### IMPORTANT DATES

Jan 27-29, 2021	AWWA Membership Summit (virtual)
Feb 10-11, 2021	AWWA Virtual Summit: Sustainable Water
April 7-8, 2021	AWWA Virtual Summit: Lead & Copper
April 26-29, 2021	AWWA Fly-In (virtual)
June 13-16, 2021	AWWA ACE in San Diego or Virtual
July 13, 2021	AWWA Summer Workshop #1 (virtual)
July 20, 2021	AWWA Summer Workshop #2 (virtual)
July 27, 2021	AWWA Summer Workshop #3 (virtual)
Aug 1-3, 2021	Young Professionals Summit in Atlanta
Aug 3-6, 2021	Utility Management Conference in Atlanta
Aug 8-11, 2021	MO-AWWA Joint Annual Conference at Margaritaville
Aug 16-18, 2021	AWWA Transformative Issues Symposium in Cincinnati
Aug 25-26, 2021	AWWA Virtual Summit: Water Science
Sep 12-15, 2021	AWWA Water Infrastructure Conference in Phoenix

#### VI. COMMITTEE REPORTS

##### **Director Roddy Rogers:**

##### **Fuller Award-** Raed Armouti –

The committee has a meeting scheduled to select the 2021 recipient.

##### **Membership Engagement-** Jenny Doyle and Scott Phillips

We have 9 new members since the last meeting. Our first year retention rate is 57% and overall retention rate is 87.8%. We are still watching the numbers to see how the pandemic will impact our renewals. December was member appreciation month. We will have a virtual event within a month since we missed it last month. The Membership Summit is scheduled for January 27-29 and is virtual and free. The first day is just one



hour, the second day is 6 hours of content, and the third day is 3 hours. It is open to anyone who wants to attend, and it's a great way to learn how AWWA membership is structured.

**National Nominations-** Tony O'Malley

No report

**Water Industry Coordinating Council-** Mark Bross

No report

**Chair Elect Mike Klender:**

**Budget-** Mike Klender

Requests from committee chairs have been received. Mike will bring it to the board for approval at the April meeting.

**Strategic Planning-** Mike Klender/Jenny Doyle

The 2021 strategic planning will be virtual again, but no dates have been set.

**Water Utility Council-** Mike Galluzzo

The long awaited Lead & Copper Rule came out and is expected to be published this month. Mike G. will be participating on a call on February 5<sup>th</sup> with other sections. Once its published, the rules will take effect over a 3-year period. Mike G. participated on a call with the Safe Drinking Water Commission. The primacy fee is still in play and should be finalized within 20 days and will become law in 2022. Rule suspensions during the pandemic will expire on February 1<sup>st</sup> which includes operator certification training and backflow inspection testing.

The vaccination plan from the state of Missouri shows distribution in tiers based on supply. We don't know when water workers will be eligible since we are in Phase 1 Tier B3.

Karen Marie has scheduled a virtual training by Chris Moody on regulation update, followed by two trainings more specifically on LCR and PFAS regulations in February & March.

**Vice Chair Jenny Doyle:**

**Annual Conference Management-** Bob Parks

Bob would like to have a meeting of the joint planning team in the next month to tackle the details of social distancing, meals, etc.

If a decision to change the format of the August conference become necessary, the technical program team would need to know by the end of May so that we have time to coordinate with MDNR.

**Technical Program-** Jenny Doyle

All speakers have been contacted to let them know of the postponement of the conference. They will be contacted again in the spring to determine who is able to travel to the in-person conference. We selected 70 papers for the 2021 program, and the committee decided to keep it at a slightly reduced volume instead of opening the call for papers again.



**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

We had a successful Winter issue for Debbie's first magazine. She still needs additional material for the Spring 2021 issue. Debbie met with Mary and Joel and set the themes for the 2021 year issues. The Spring issue will have a safety focus, the Summer issue these will be asset management, the Fall issue theme will be water quality, and the Winter issue will focus on customer service.

**Public Information-** Melissa Carver- no report

**Webmaster-** Mary Odom

- Website traffic metrics are displayed on the new dashboard. The domain ownership is currently under a man named Steven Cymerman at St. Louis Water (a former member). We are in the process of transferring domain ownership to the Section, which Tony O'Malley is spearheading.
- 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.

**Chair Joel Ogle presented for Past Chair Jeff Clarke:**

**Audit-** Elizabeth Robertson- no report

**Education-** Kevin Wiggins

We are going to schedule a USDA training before August. Kevin is arranging that with Bridget Otto.

**Nominating-** Jeff Clarke- The nominating slate was presented at the last meeting and will be published in the Spring issue of Show Me magazine as well as sent out in an upcoming email to the whole membership.

**3rd Year Trustee Mike Galluzzo:**

**Small Systems-** Kevin Wiggins-

We are going to schedule one more RCAP training in June. Kevin is working with Bridget Otto to get this scheduled and is hoping to do it in person, but may have to be virtual.

**Landmarks-** Nick Davis

An official decision will be made on February 1<sup>st</sup> on the water tower Nick submitted.

**Retirees-** Jenny Doyle- no report



### **3rd Year Trustee Bob Parks:**

#### **Safety & Emergency Planning-** Randy Moore/Frank Genovese

MoWARN Committee met yesterday which was their second meeting. Frank would like someone from SEMA on the committee as well as someone from Kansas City area and the Southeast area. We are contacting existing members and inviting new members to join.

We are creating a website at [mowarn.org](http://mowarn.org) which should be launched by the end of January. One of our young professionals at the City of St. Louis created a new logo for us.

We welcome associate members such as vendors and consultants. We are also partnering with other organizations such as Missouri Public Water Suppliers Association. The New Madrid Earthquake Resilience virtual training will be on February 23-24<sup>th</sup> and is free. Frank will be presenting on MoWARN. There are over 100 registered so far.

#### **Young Professionals-** Mel Peterein

The committee will be assisting with the membership appreciation event with games and prize drawing such as gift cards. She has a sponsor for the prizes. Mel has been reaching out to adjoining YP committees in Ohio and Kansas.

The committee is planning at least one project presentation a month during 2021 except for January. Joel volunteered to present on a project he completed in O'Fallon.

We have a few people that we will sponsor to attend the YP Summit in August in Atlanta. It will be in-person on August 1-3.

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

**Student Activities-** Corinne Duckworth- no report

**Sustainability Initiatives Coordination-** Mark Griffin

The committee has developed a mission statement "To educate, promote, lead, and champion long term sustainable clean water in the state of Missouri by recognizing those companies, people, activities, and environmental driven projects to ensure clean water for all generations." Mark would like the board to approve the mission statement. The committee would like to reserve a room at the August conference for a committee meeting. Also, they would like to display a large poster of their award winners at conference, and would like approval to do so.

The Sustainability Award application will be extended until April 30, 2021 due to the conference postponement. We have not received any submissions yet. Mark would like to present the awards at the banquet. But they could also be presented at the awards luncheon. Mark requests the board to decide what time slot would be best for presenting the award.

We have drafted a new logo/graphic to use for our committee. The board feedback is welcome.

The committee is working on what to put on their webpage. They are gathering content such as the Missouri River Relief program.



**JR Popalisky Scholarship-** Mike O'Connell-no report

**Chair Ogle presented for 2nd Year Trustee Scott Phillips:**

**Awards-** Scott Phillips-

We are gearing up for the 2021 awards and getting organized so that it's not a mad scramble at the end.

**Service Citation Award-** George Hausdorf- no report

**Professional Awards-** Tony O'Malley-

Deadline will be extended to June 30, 2021 due to the postponement of the conference.

**Manufactures/Associates Council-** Scott Phillips

The council would like to assist with exhibits at the conference. Scott is requesting that a person from the MAC be invited to attend planning meetings for the conference so that MAC can support the exhibit hall.

**1st Year Trustee Karen Marie Dietze:**

**Philanthropy-** Karen Marie Dietze- no report

**Water for People-** Mel Peterein- no report

**Water Equation-** Jenny Doyle

**Research-** Karen Marie Dietze

Karen Marie worked with Washington University- St. Louis to get a lead and copper corrosion control article for our Winter 2020 issue of Show Me Magazine.

The virtual training program chart shows that we are averaging about 20 people for attendance, but it varies based on the topic. We have landed on a pricing structure that is working well which is \$10 for nonmembers, and free for members.

We met with Chair Ogle and Randy Moore last month to plan topics & speakers for 2021 trainings. February 8 will feature Chris Moody speaking on regulatory updates which will kick off a series of deeper dives in regulatory topics.

Scott Phillips volunteered to do a training on collaborative delivery procurement that he prefers to do with an owner and a consultant so that you get all 3 perspectives. There are not a lot of Missouri design build projects to use as a case study, but Scott could use a case study from Kansas. Scott would also like to congratulate Karen Marie on launching the virtual training program.

**Drinking Water Week-** Karen Marie Dietze- will probably host a virtual happy in March or April

**1st Year Trustee James Okumu:**

**Bylaws-** Raed Armouti- no report

**Operations Service Awards-** Kevin Wiggins – no report

**Diversity & Inclusion-** Heather Gipp

Heather has a couple of new volunteers for the committee, and they will be meeting during January to plan a water tower competition in the fall in St. Louis and Kansas City. James Okumu reached out to the Boys and Girls Club in Springfield to hold the water tower



competition in the fall. We would like to partner with the student activities committee for these events. Bridget Gray is connected with the Boys & Girls Club in Kansas City and is coordinating.

Another possibility is a Women in Water virtual happy hour.

#### **VII. NEW BUSINESS**

Next meeting is on February 10th at Noon for our virtual monthly call. The next quarterly board meeting is on April 16, 2021.

#### **VIII. ADJOURNMENT at 10:37 am**

**MOTION: To adjourn**

Made by: Mike Klender

Seconded by: Tony O'Malley

Vote was unanimous, motion carried.

Respectfully submitted,  
Mary Odom, Administrative Manager