

Board Meeting
 City of Roseburg



June 9, 2017

| Time | Item | Presenter | Notes |
|------|-------------------------------|-------------|-------|
| | <u>Call to Order 10:07 am</u> | Russ Thomas | |

Board Members Attendance:

| | | Present | Absent |
|-----------------|--------------------------|---------|--------|
| Russ Thomas | President | X | |
| Jenifer Willer | President-Elect | X | |
| Gordon Munro | Secretary | X | |
| Mike Bisset | Treasurer | X | |
| Dan Boss | National Delegate | X* | |
| Delora Kerber | Immediate Past President | X | |
| Doug Singer | Director | X | |
| Nikki Messenger | Director | X | |
| John Lewis | Director | | X |
| Tim Blackwood | Director | X | |
| Tony Roos | Director | | X |
| Ashley Cantlon | Director | X | |
| Gregg Weston | Foundation Liaison | X | |

*= Present via Conference Call

Guests

- Eric Jones & Brian Richardson, Communications Committee

President's Report – Russ Thomas

- Delora Kerber, Jenifer Willer, Russ Thomas, Doug Singer, Troy Bowers are all going to PWX.
- The PACE award application was submitted and we have confirmation it was received.
- Public works week – WA County, Eugene, McMinnville, Newberg all had events.

Region IX Regional Director – Russ Thomas

- Bod Patterson is on the nominating committee.

Secretary's Report – Gordon Munro

- May Board meeting minutes were handed out and reviewed.
- Tim moved to accept, and it was seconded by Jenifer. The vote passed with spelling edits to the minutes.

Treasurer's Report – Mike Bisset

- The May budget and balance sheet was handed out. Mike described a bit of what is going on with funds. Right now there is about a \$12,000 gain for the year.
- Still migrating accounts. This will occur when the books for the Spring Conference are closed.
- Doug moved to accept the May budget, and it was seconded by Ashley. The vote passed.
- Handed out the proposed budget for next year. National will be sending out information that may change our categories, but it should not really affect the budget. There was discussion about the cost for registration on line, but we have already looked into this and are okay with how it is. Delora moved to approve the proposed 2018 fiscal budget, seconded by Jenifer. Approved.
- The budget needs to be submitted August 1st.

National Delegate's Report – Dan Boss

- PWX is looking to do a backhoe competition in Florida. We can look at how that goes before doing anything in Oregon.
- The Chapter dinner is set up at about \$75 per person. They are looking for sponsorships. This information was sent out to the OR Board.
- There are proposed changes to the Council of chapters. National APWA wants to line up committees with the national strategic plan. Therefore, the number of committees have been reduced, but there will now be focus groups and tasks forces. Dan's committee was disbanded, so will be on one of the focus groups or tasks force.

Foundation Report – Gregg Weston

- We have 16 scholarships for \$25,500.
- We have received 13 applications.
- Clackamas Community College did not send in an application. The recommendation is to drop Clackamas Community College if we don't get an application from them this year.
- Umpqua Community College did not send in applications for veterans and civil engineering. Clay Baumgartner is the contact. They have responded before so it is expected they will have submissions.
- Mt Hood Community College is interested in having a scholarship.

Committee Reports

Communications Committee, Eric Jones/Brian Richardson

- Hand outs: strategic plan, postcard pricing, newsletter readership.
- They do the Quarterly newsletter. They used to do more on the web site but it is now more user friendly, and folks are doing their own modifications.
- [Oregon.apwa.net/page details/12216](http://Oregon.apwa.net/page/details/12216)
- The newsletter readership appears to be going down. It has gone from 1500 hits in 2014 to 500 in 2017. This could be due to content or perhaps it is email overload.
- Note that WA sends out a hard copy of their newsletter (they do electronic also) and it is a high end product. It is more like a magazine, and done by a third party (MSRC). They pay for it through advertisements.
- Content ideas for the Oregon newsletter: projects, project awards, presentations, scholarship recipients, job moves.

- Social media: do we want to do an everyday update on facebook? Right now we only have 80 folks signed up on APWA facebook. Maybe have multiple APWA owners that can post (Jenifer, Dan, Fred can post now). Need to get more people willing to post. It is suggested that we limit ourselves (with regard to social media) to facebook right now until we can use it effectively.
- The committee would like to do one postcard this year at about \$800. They asked for input on the content.
- Jenifer made a motion to spend up to \$2,000 for two postcards that are focused on the next two newsletters and the APWA facebook site with Russ approving the content. We would measure the number of hits on the newsletter and facebook site after the postcards are sent out. Seconded by Ashley. Approved.
- We actually have a twitter account.
- Brian is going to put together a social media plan.
- Ashley was tasked with a student outreach plan that is still in process. Eric suggested that the communications committee could be helpful with this.
- Communication committee could also coordinate more with the Foundation.
- Branding is a lot of work, and may not be worth it.
- We do job listings now, and it is getting a lot of use. Right now it is doing listing is done by hand and Eric is spending a lot of time on this. He would like to find a better way.
- The committee would like to look into creating a video about APWA.
- They are a committee of two, and they need to think about succession planning. They would like to get more people involved.

Leadership & Management Committee, Russ Thomas

- Katie not make the meeting.
- Working on Young Profession events for Eugene in the fall.

Conferences:

Fall 2017: Pendleton, October 17 -20 Patterson/(Willer)

- Call for presentations was sent out in June, and are due June 26th. They will be sent to the committee's on July 3rd for ranking.
- Maggie & Peggy met with Bob in Pendleton, and have a plan laid out for the conference.
- Proposed change in format: committee meetings could be moved from the breakfast to after the first track. The business meeting could be moved after the full track on Friday. This was not supported by the Board.
- Looking at a passport stamp for the vendors.
- May do some changes with the gizmo.
- Invited Brian Usher, the National Executive Director Scott Grayson, and the National President of APWA. Have also confirmed that the AWWA President Brenda Lennox will attend. Jill Marilley will also attend.

Spring 2018: Eugene/Hilton, April 2-5 Patrick Cox/(Munro)

- Patrick Cox will be the chair or co-chair. Eugene staff has reached out to Jeff Pascal the City Engineer for Springfield for assistance. Eugene has also reached out to Peggy Keppler at the County. Doug Singer will be the board liaison.
- Doug is already working on tours.

2018 Fall – Roseburg – Nikki

2019 Spring – Bend

2019 Fall – Hood River – We have had negative input from attendees about the size, it is spread out, and they would not go to the National Conference as the networking is not good. We need to re-evaluate. Russ will talk to Maggie about other options.

The fall WA conference is in Kennewick the two weeks before the OR conference (October 3-6).

Exhibitor Relations

- NA

Continueing Business

- Tony is looking at the cost of creating a new member brochure through his staff. Discussion ensued about what we could actually put together, what should be in it, or should we do something different. Might be better to update the web site.

New Business

- NA

Adjourned 1:40 pm

| 2016 Board Meeting Schedule | | | | | |
|----------------------------------|-------------------------------------|-------------------------------------|-----------------------------------|------------------------------------|--|
| Jan 13 th Canceled | Feb 10 th Oregon City | Mar 10 th Wilsonville | Apr 10 th Seaside | May 12 th Tetra Tech | Jun 9 th Roseburg |
| Jul 14 th Eugene | Aug None- PWExpo | Sep 8 th Kittleson | Oct 11 th Pendleton | Nov 18 th Newberg | Dec 5 th /6 th Silver Falls |