

American Public Works Association



Cardno
5415 SW Westgate Drive
Suite 100
Portland, Oregon 97221

BOARD MEETING MINUTES

April 10, 2015

Board Members Attendance:

		Present	Absent
Todd Watkins	President	X	
Delora Kerber	President-Elect	X	
Russ Thomas	Secretary	X	
Jenifer Willer	Treasurer	X	
Dan Boss	National Delegate	X	
Terry Song	Immediate Past President	X	
Mike Bisset	Director	X	
Nikki Messenger	Director		X
Gordon Munro	Director	X	
Elizabeth Papadopoulos	Director	X	
Tony Roos	Director	X	
Paul Shirey	Director	X	

@= Present via Conference Call

Guests; Joe Primeau, Charles Radosta, Fred Wismer

Meeting was called to order at 10:10 AM by President Watkins. Good of the order followed. Guests included:

- Joe Primeau, Young Professionals
- Charles Radosta, Transportation Committee
- Fred Wismer, Portland Luncheon

President's Report (Watkins):

- Presented info from National's push for accreditation

- Kerber has received notice of the Public Works Week 2015 proclamation from the Governor's Office. Cities and Counties are encouraged to do the same and send them to national.
- Presented Chapter survey reports on Young Professionals (YP) and Luncheons.
- PACE award webinar is April 28th; award submittal deadline for the 2014 award is June 1. Kerber asked do we have enough submittals, Terry Song answered yes. Board discussion on what is needed for award submittal. Rhonda Wilhite from National said that we qualified. Kerber asked when do we find out if we received it? Watkins replied before National Congress.
- Watkins presented report from Maggie Vohs on Mt Bachelor contract, which says the chapter would be responsible for all damages, including rooms rented by attendees. Maggie got info from National to attach a disclaimer for registrations saying the attendees would be responsible. Watkins went over contract language. Discussion by board and national review of the contract. Watkins said that he had not seen the contract; Kerber stated that Maggie had signed it and forwarded it to President Watkins.
- Brad Patterson from National sent out a packet on student outreach. Joe Primeau began a discussion on how to wrap it into the YP Group.

Secretary's Report (Thomas)

- Thomas presented March 2015 board minutes. Corrections noted by board. Bisset moved to approve March minutes as corrected, Roos seconded. Motion was approved by unanimous vote.
- Thomas reported that the revision to the Chapter By-laws have been approved by National and have been posted on the chapter website.

Treasurer's Report (Willer)

- Willer passed out copies of the March financial report. Changed Dan Boss's travel to Kansas City was between items 552 and 553 changed from draft report sent out prior to the meeting.
- Willer discussed two items to keep an eye on. Items we sold exceeded our budget and were listed as a donation which will exceed budget for donations to the foundation. Question asked by Willer about adopting a supplemental budget to reflect this. Board discussion on tracking under notes versus doing a supplemental budget.
- Willer stated 2nd page is a statement of chapter's financial position. Shirey asked where is conference income shown. Willer responded in the exhibit space and registrations. Dan Boss says he likes the idea of tracking by notes. Board concession to use notes instead of a supplemental budget.
- Willer stated checking balance exceeds budget for contingencies. Board discussion on reduction of registration fees caused by the increase in attendance. Munro asked question about a check for \$60,000 that just went out, we have to cover it and how often does this happen? Willer stated balance is

usually around \$300,000. Board discussion on chapter income and expense cash flow, and the revenue comes in before expenses. Terry Song recommended looking at the net assets at the end of the year and using that to decide what the base account amounts need to be to cover expenses. Board discussed using this method. Roos moved to approve the March Treasurer report, Kerber seconded. Motion was approved by unanimous vote.

National Delegate's Report (Boss)

- Boss reported he sent out the most current talking points. National Congress registration is now open. April 15 is the deadline to decide who gets on what committee.

Foundation Report (Watkins for Weston)

- Watkins reported on foundation income; about \$3,700 from Gizmo, \$520 as a gift \$5,755 from conference registrations, and \$7,350 from the chapter, for a total of \$13,072 for the conference, plus sales so close to \$15,000 total.

Finalize Officers/Directors Duties (Watkins)

- Watkins reported he has posted officers duties without the directors tasks assigned. Munro stated he would like to see the addition of board meetings to the duties, and add the number of meetings and change to reflect the monthly meetings. Board discussion ensued on description of board duties.
- Kerber asked how do we capture our volunteer events for the pace award. Song replied via use of the board notes and conference events items such as Portland Sunday Parkways. Papadopoulos said this was discussed at the beginning of the year, with Song and tracking them at the beginning of the year. Willer asked who would track this. A lively board discussion ensued on the immediate past president's duties. Board concession was to have Todd add this to the past president duties, and have it as a topic at the strategic planning session at the end of the year. Monroe stated he agrees we need to be more focused on tracking.
- Watkins requested Willer to make edits and repost the duties. Willer noted anything posted cannot be deleted and the National web person (who is one person), is overwhelmed with managing all of the chapters inputs and posting.
- Board discussion on the chapter's website not being mobile friendly.

Review of Strategic Plan (Watkins)

- Willer state that the promoting member on-line benefits work is done and that Papadopoulos has worked on hers.
- Watkins shared an old strategic plan from 2007 and noted that stuff has not changed

Conference Updates

- Sprinter 2015 Eugene
 - Watkins passed out the summary report of the spring conference prepared by Maggie Vohs. Willer comments about the report, noting the individual dislikes and the overall rating was good, felt that overall it was a good conference. Munro noted overall notes of the food quality were not good. Board discussion ensued on the food and meals provided. Additional comments were that the First Timers program was a success, and that the keynote speakers were great.
 - Roos commented on the Exhibitor Showcase. Day 2 had better attendance than day 1. Exhibitors liked it and felt it had value. May look at it being included as the 4th track. Watkins discussed having it on the exhibitor registration form. Roos noted some of the topics covered industry standards. Song commented he liked attracting equipment again.
 - Board discussion on comments of there being too many announcements at meals.
 - Watkins commented on the focus on the pre-conference and exhibitors at future conferences may change how we move forward. Papadopoulos discussed the conference branding should be APWA, and not reflect the conference sponsors.
 - Board discussion on how many exhibitors we had/should have, and it was noted that there was 52 or 53 exhibitors at the conference. Shirey asked if any had been turned away, and the response was yes, three. Board continued with discussion on larger exhibitor capacity. It was noted that Hood River exhibitors will be limited to 45.
 - Board discussion on the number of full registrations, which was over 145, and if reduction in cost, it may impact future conference site needs.
 - Bisset raised a discussion on breaking even on the revenue and expenses in the future.
 - Kerber noted that the tech sessions went well, with comments on the lack of transportation projects, when the sessions still had them. Additional discussion on covering a variety of topics and avoiding conflicting presentations (i.e. water vs. water). Kerber stated that request for presentations will be sent out in May with a June 15th deadline, and request to identify the specific area it is under. Board discussion on session's topic/descriptions not matching presentations. Watkins noted we had a good number of water and wastewater CEU credits. Discussion by board on how OESAC determines approvals. Additional discussion returned to presentation topics and repeating/similar presentations.
 - Roos began a discussion on sponsorship opportunities available, sponsorship levels, and how they were presented at the conference. Roos commented that sponsor info and recognition needs to be changed to provide better opportunities for the sponsors, and current conference sponsor levels that no one is buying. Roos presented some

recommendations, such as golf, presentations, tech sessions, etc. The board discussed this topic at length. Roos presented additional ideas on vendor spotlight, having one firm sponsor each meal, and let them do the speaker introductions, adding to the registration costs. Additional board discussion on better recognition and level separation for sponsors, Roos also discussed sponsor of the breaks, however it is currently part of the exhibitor registration and announced at the conference. Board discussion on using the term exhibitor vs. vendor, and sponsor and chapter branding. Roos suggested more opportunities at lower costs and better recognition, such as logos, etc. Papadopoulos stated she likes the idea, but does not like it becoming more sponsor centered vs. being about APWA. Board discussion held on balancing sponsorships and chapter conferences, and the next steps to look at for the fall conference. Roos commented on the possibility of sponsorship revenues of \$8,200 vs. \$10,000+ based on the ideas presented. Papadopoulos asked what is our goal, make more money or what? We need to know why we are going to do this. Board discussed that these are ideas and that it would look at them. Roos stated that he is looking at using the white collar conference to support the blue collar schools and training to offset costs.

- Kerber state she like the idea to support education classes by the income from the conferences, but we need to know what we want to do. Boss reminded everyone that we need to check with Maggie and what may be easy or difficult to do. Roos stated he would discuss this with her. Munro commented that the sponsors are doing this for face time and the reason that we are doing it is to facilitate this, and that he would work with Roos to make it simpler and easier.
- Song stated he thinks the review outline was done well and give a good conversation starting point. We need to make sure that the conference has value for both exhibitors and attendees. Also state that the golf tournament is a social event and not a fundraiser and that we need to keep that in mind.
- General board discussion on what model we want to have as far as fundraising, conferences and schools.
- Kerber questioned where the ads in the booklet are coming from.
- Watkins said that the board would revisit sponsorships at the next meeting in May.
- Joe Primeau reported that there were about 15 First timers and was pretty successful. He thinks a better job of pairing mentors with 1st timers needs to be done by interests, Also need to work on conference conflicts with tours, events, workshops, and meetings, which affect their kickoff meeting attendance. Papadopoulos questioned about possibly having their meeting first and the tours and workshops later at conference. Watkins discussed changing the name from First Timers to Emerging Leaders Program. Board discussion on the pros and cons of this and who the target group really is. National no longer has a First timer Program, and now is called Emerging Leaders, however still has a First Timer orientation. Additional discussion on the benefit of info in the conference

brochure and registration to provide additional information. This began an extensive discussion on First timers, what to do, how, benefits, waiting on breakfasts, etc. After the board exhausted all their ideas, Watkins asked Joe Primeau to bring back a First Timer proposal. Kerber asked what are you trying to do by changing it to Emerging Leaders. Additional board discussion then ensued on lowering their registration costs, more involvement, and other additional topics for the First Timers Program.

- Joe Primeau stated that he may not be able to continue chairing the First Timer program or Young Professionals (YP) due to potential conflict with job changes, and stated that Katie Marwitz is interested in possibly a Eugene YP Group.
- Joe reported on Student Outreach and wants to do more such as getting student involved in the luncheons, possibly sponsor students for lunch. Willer suggested the board support that vs. being a lunch sponsor. Roos said that the Portland Luncheon has funds to do it, however it is hard to get student to attend. Board discussion to reach out to encourage attendance from students at luncheon. Some attended ASCE last year. Discussion on possibly going to Career Fairs and board support to do so. Kerber asked isn't student outreach part of the PACE award?
- Spring 2016 – Hood River(Shirey)
 - Papadopoulos to help. Shirey meeting with John Lewis and Troy Bowers to help.
- Fall 2016 - Bend/Sunriver
 - Maggie working on it. New Owners at the Riverhouse.

Conference Siting (Papadopoulos)

- Presented spreadsheet showing 3 and 4 year rotations with same seasons for spring and fall locations with some flexibility to move it around on the 2nd sheet. Noted that Canyonville must be a fall conference. Papadopoulos will revisit schedule.

Standing Items / New Business / Director-Initiated Items

Committee Reports

Luncheon Update

- Fred Wismer passed out copies of the report and went over it. Discussed meeting with Bob Patterson about beginning Eastern Oregon Luncheon

Transportation Committee

- Charles Radosta passed out a report on the committee and went over it. Willer questioned getting the committee stuff posted on the chapter calendar for insurance purposes.

New Business

- Watkins stated that at the next board meeting would revisit registration fees, board committees and board liaisons. Question was raised about Fleet being a liaison vs. committee and was confirmed that it was a liaison. Board discussion on creating a page for info on committees, vacant chairs, education, fleet, futures, historical, and additional discussion on their status, filling chairs, changing committee names such as One-Call to Utility Right of Way to better align with National Committees.

Meeting adjourned at 2:05 PM

Next Meeting May 8th at City of Newberg Offices in Newberg (relocated to the City of Lincoln City on May 4, 2015)

Attachments:

Talking Points

Talking Points

Monthly Update for APWA Leadership

April 2015

National Committee Nominations

- President-elect Brian Usher will be meeting with staff April 15 to review recommendations received for committees for 2015-2016. Input from Board liaisons, committee chairs and staff will be considered and President-elect Usher will reach out to his choices for Chair. Following careful consideration of qualifications and other factors, he will make appointments as soon as possible. Letters will be sent out to appointees, with chapter and board liaisons copied, as soon as possible. All appointees are expected to attend Committee meetings in Phoenix at Congress.

2015 Congress Registration and Housing Open!

- Registration is now open ([click here](#)) for the 2015 APWA International Public Works Congress & Exposition to be held August 30-September 2, 2015 in Phoenix, AZ. The 2015 APWA Congress is three days of valuable information, with more than 125 education sessions and hundreds of exhibitors covering nearly 90,000 square feet of exhibit space. The City of Phoenix has been making environmentally sustainable practices a priority within key public works areas, creating thousands of jobs and making the city an ideal host for the public works industry's premier international event of 2015. More information, including hotel accommodations can be obtained by clicking [here](#).

Snow Conference

- The North American Snow Conference will be held in Grand Rapids, MI on April 12-15, 2015. Registration is very strong (2000 plus people are expected) and over 200 companies will be in the exhibit hall -- both record numbers. This unique event offers the public works/winter maintenance community the opportunity to experience the most concentrated collection of snow and ice solutions under one roof. More information can be obtained by clicking [here](#).

Membership

- The final February membership count was 28,557. This represents a 1.09% increase compared to the same time last year, and a .40% increase compared to previous month.
- The 2015 "1st Time Member" special offer campaign has brought in 510 new members so far this calendar year; 63 of those are Canadian. The 510 total is about 34% (130 members)

higher than same time last year. This campaign allows anyone who has not previously been a member to join APWA for \$90 USD/\$100 CAN.

- Overall retention is at 86.37%, a decrease of 0.22% compared to last month.

Chapter Relations

- The webinar on the Chapter Leader Resources area of the new APWA.net website has been rescheduled for 2:00 p.m. (Central Daylight Time) on Tuesday, April 14. This will be a “tutorial,” of sorts, to help any APWA Chapter Leader navigate the new website. APWA has just recently rolled out the new Chapter Leader Resources and APWA Chapter Leader Resource Community and this webcast will allow members to ask questions and get more familiar on how to use the tools and resources available. If you have any issues accessing this new area please contact Ashley Wilson at awilson@apwa.net or by calling 1-800-848-2792.
- On April 28 there will be a webcast for all 41 chapters who qualified to submit for the PACE (Presidential Award for Chapter Excellence) award. This webinar will cover the criteria, what the judges have seen as weaknesses in submittals and the opportunity to receive mentoring from a chapter that has experience in submitting for the PACE. There will be a Question and Answer session as well as discussion on the changes that were approved in 2016. For more information, contact Rhonda Wilhite at rwilhite@apwa.net.
- The Council of Chapters' Chapter Mentoring Committee has developed the *Chapter Best Practices and Mentoring Catalog* for leaders seeking guidance and mentoring in various areas of chapter management. The catalog is divided into several areas of Best Practices, with chapters which have been successful in various areas willing to share the knowledge with other chapters seeking help. To view the *Chapter Best Practices and Mentoring Catalog*, please visit <http://www.apwa.net/download/APWAMentoring>. For additional information, contact Doug Layton, Florida Chapter Delegate, Committee Chair, at dlayton@coab.us.

Professional Development

- The Leadership and Management Committee continues to seek submissions for the Recognize Your Leaders series printed in the *APWA Reporter*. A submission form is now available at <http://www.apwa.net/DR/index.asp?ID=3389>.
- The 2015 certification exam schedule is available on the APWA website or by [clicking here](#). The three APWA certification programs have the following number of professionals certified: 90 CPF (Fleet); 230 CPII (Infrastructure Inspector); and 89 CSM (Stormwater Manager).
- For more information on the Leadership & Management Committee or the Certification programs, contact Becky Stein at bstein@apwa.net.
- The nine Technical Committees were joined by the Center for Sustainability Leadership, Professional Development Committee, Small Cities/Rural Communities

Committee, the DCS Council Chairs and the Chair of GAC for a combined meeting in Kansas City on March 20-22. Nearly 100 members met jointly on Saturday to share ideas and priorities with other committees and the Board leadership as well as identify opportunities for collaboration. Committees also met individually to address their ongoing work plans.

Donald C. Stone Center (DCS)

- A Public Works Executive Option II program is being considered for public works professionals with extensive experience. Past President Ed Gottko will lead a discussion to develop this option with DCS Council Chairs and staff.
- Staff is continuing to monitor the improvements in place: Website updates, checklists for each level, additional support for mentors and candidates and mandatory training sessions for new candidates entering the program.
- Additional members will be added to the Quality Council, Research Council and the Credentialing Council. Public Works leaders who are interested in serving on a council are encouraged to submit names to Peter King (pking@apwa.net) or Mabel Tinjaca (mtinjaca@apwa.net).

Accreditation

- Chapter workshops and presentations are being scheduled now for New England, New York and North Carolina.
- Letters have been sent to all the chapters providing information on hosting a workshop for members. Contact Ann Daniels at adaniels@apwa.net for details.

Small Cities/Rural Communities

- Committee members began preparation of the Business Plan for 2016 and will be inviting members to write articles for the Reporter. For more information contact Stan Brown, Chair, at sbrown@cityofoakwood.net.

Government Affairs

- The Government Affairs Committee, led by Chair Keith Pugh of North Carolina, will hold their Spring Meeting in the Washington DC area April 21-22, 2015.
- U.S. Representatives and Senators have returned to their states and districts for a two week district work period. Now is the perfect time to get in touch with their offices and remind them time is running out to pass a long term highway

reauthorization bill! Go to the APWA Legislative Action Center, <http://cqrceengage.com/apwa/home>, and make your voice heard. Also, to stay on top of what is going on in Washington and impacting public works, sign up to receive the *APWA Washington Report*.

Center for Sustainability

- The Center for Sustainability will co-present, with the Emergency Management Committee, a Click Listen and Learn Session on April 16, “Resilient Cities – A Discussion with Chief Resilience Officers.” Center leader Kim Lundgren Barrows will moderate the session, which will feature Christine Morris, Chief Resilience Officer for the City of Norfolk, Virginia and Timothy Burroughs, Assistant to the City Manager and Chief Resilience Officer (CRO) for the City of Berkeley, California. Christine and Timothy will highlight their role in the Rockefeller Foundation’s 100 Resilient Cities program. For more information, [click here](#).

Canadian Public Works Association

- CPWA President Kealy Dedman attended a March 2015 Asset Management Roundtable sponsored by Infrastructure Canada. Attendees included both federal and provincial officials, and representatives of municipalities and other stakeholders involved in asset management.
- CPWA President Kealy Dedman will attend an April meeting of the Municipal Infrastructure Forum hosted by the Federation of Canadian Municipalities (FCM) in Ottawa. CPWA is a member of this group of collaborative advocacy group of organizations and municipal representatives who provide input on infrastructure policy.
- CPWA is planning for the April 27-28 Board Meeting to be held in Ottawa, ON. This annual meeting involves updates and meeting with Government and other stakeholder organizations.
- CPWA has launched the 2015 CPWA National Public Works Week Awards program in Canada and is working with Chapters to solicit proclamations from their provincial premiers.

International

- The next International Chapter Liaison conference call will be on Wednesday, April 22, 2015 at 4:30 p.m. Eastern. If your chapter would like to designate an International Affairs Committee Chapter Liaison or if you would like more information, please contact Lillie Plowman at lplowman@apwa.net.
- The 2015 IFME World Congress on Municipal Engineering is to be held jointly with the IPWEA (Australasian) International Public Works Conference in Rotorua, New Zealand, June 7-11, 2015. If you are interested in attending this conference, more information can

be found by clicking [here](#).

- The 2015 National Public Works Congress will be held in Vsemina, Czech Republic and Tatry, Slovak Republic, May 12 – 16, 2015. If you are interested in attending this conference, please contact Lillie Plowman at lplowman@apwa.net.

Please contact Peter King at pking@apwa.net or 202.218.6700 or the staff person noted if you have questions or comments.