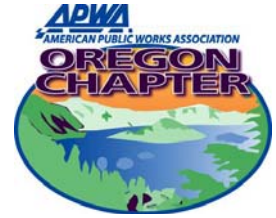


Oregon Chapter APWA Minutes  
Date: June 11, 2010  
Location: Washington County, Oregon



### **Call to Order**

President Peggy Keppler called the meeting to order at 10:12 a.m. This is a general board meeting held at Washington County's Walnut Street Center in Hillsboro, Oregon.

### **Roll Call**

#### **Present**

##### Officers

Peggy Keppler – President  
Mark Schoening – Treasurer  
Hugh Kalani - National Delegate  
Gregg Weston – Immediate Past President

##### Directors

Delora Kerber  
Marty Andersen  
Russ Thomas  
Elizabeth Papadopoulos  
Todd Watkins  
Terry Song

#### **Absent**

##### Officers

Mary Meloy – President-Elect  
Bob Patterson – Secretary

##### Guests

Victoria Saager – Scholarship Committee Chair

### **Approval of the Minutes**

The minutes from the previous meeting were not available for review.

### **Treasurers Report – Mark Schoening**

Spring conference is still not closed out yet but the early estimate is that the profit will be ~\$10,000.

A discussion of the budget followed including an explanation that the year-to-date budget shows a large swing in net worth likely due to the fact that most conference expenses occur at the end of the conference.

A motion to approve the budget report was made by Terry Song and seconded by Russ Thomas. Unanimous approval.

### **Community Outreach Grant**

Washington County submitted a community outreach grant request for their annual public works week fair. Concern was raised by a board member related to the appropriateness of a public agency (Washington County) being subsidized by a non-profit (Oregon APWA). It was suggested that if this is going to be the Board's position, then more agencies should be made aware of these funds being available for distribution. The discussion expanded to what the purpose of the community outreach program is and trying to figure out ways to target other agencies and special interest groups. Some suggestions included newspaper ads, e-mails, and communications directly with other non-profit organizations. It was also suggested that if a public works agency applies for a grant, preference would be given to an agency that has not received funding in the past. If more agencies or organizations submitted applications, more money could be moved into that line item of the budget. The \$2000 contribution to the Math Counts program is a substantial portion of their annual budget but the board could always re-consider their allocation if money were re-directed to other services. It was suggested that the board first develop the program strategy (eligibility and marketing) before setting a monetary policy.

Washington County's grant application was brought to the table again for consideration.

Gregg Weston moved to approve the funding of Washington County's community outreach grant application for the amount of \$510.40. The motion was seconded by Terry Song.

In favor: Peggy, Mark, Marty, Hugh, Terry, and Gregg  
Opposed: Russ and Delora  
Abstain: Todd and Elizabeth

Peggy said that she would send the community outreach program information to the board members and it would be discussed in detail at a future board meeting.

### **National Delegates Report – Hugh Kalani**

The minutes from the previous meeting were not ready yet but the chapter reports are available. Ask Hugh if you are interested.

Hugh indicated that, in general, other chapters are similar to ours with some even hiring professional contract administrators to handle the day-to-day business.

Some Canadian chapters (and Washington, too) seem to make more money because they have a much more extensive sponsorship program. This is even true for the smaller chapters.

A lively discussion ensued regarding sponsorships and the need to have more control over how they are managed during conferences. In particular, it is imperative that sponsors are acknowledged because at least one sponsor, HTNB, was ignored and it needs to be a priority of the board and future conferences to never let this happen again. It was noted that conference committees are often too busy with other details to effectively manage the dynamic nature of sponsors since some want to sponsor golf, some want to sponsor wine, and some just want to sponsor the conference in general. Russ indicated that his conference committee figured it was more efficient to have Cameo take care of the sponsor registration but a committee member actually handled the management of the list.

Future conference committees need to be aware that not all sponsors are exhibitors and that not all exhibitors are sponsors. There needs to be a clear distinction between the two even though some companies will be in both categories.

To show further appreciation for their sponsorship, it was suggested that the board send sponsors a thank you letter and possibly include an acknowledgement in one of the newsletters.

The discussion returned to the Delegates Report and Hugh indicated that the Rocky Mountain chapter may join Oregon at the chapter dinner in Boston. He said the national web site is a good resource for information.

## **Foundation Report**

The Board welcomed the following members of the APWA Foundation:

Kurt “[The Quiet Man](#)” Corey  
Jeanne “[Tough as Nails](#)” Nyquist  
Eric “[The Bulldog](#)” Jones  
Gordon “[The Spin Doctor](#)” Merseth  
Jim “[The Beach Bum](#)” Gilmer  
Greg “[The Colonel](#)” Miller.

Kurt indicated that the foundation is working with the Scholarship committee to get the applications processed for the upcoming scholarships. Eleven recipients will be awarded \$16,000.

The current projection for the year-end fund balance is \$250,000 but realistically it is more like \$200 - \$220,000. The board’s target is to have \$400,000 by 2020.

The board is taking into consideration that college tuition continues to increase and they want to add new scholarships by 2015.

A fundraising committee has been formed to help bolster the fund balance.

The foundation is expecting to continue their annual request for money from the Oregon chapter.

Ned Dempsey will be establishing a tribute account which has already been seeded but does not have enough money yet to begin contributions to a scholarship.

### **President's Report – Peggy Kepler**

PACE award application has been submitted to national.

National committee members include:

Kurt Corey – Government Relations  
John Hunt – Fleet  
Stephanie Reid – Project of the Year Award

Gary Stockhoff may consider taking on the Historical committee in preparation for the chapter's 50<sup>th</sup> anniversary coming up in 2014. Peggy shared an example of what Florida's chapter produced this year for their 50<sup>th</sup> anniversary.

### **Conference Reports:**

Spring / Fall: None

Joint: Delora indicated that she is close to finalizing an MOU with the Washington Chapter for the upcoming joint conference.

The Washington Chapter has already blocked out rooms at several hotels (Hilton, Red Lion, and Comfort Inn).

Golf will be at Camas Meadows and there will be approximately 90 to 100 sponsors.

Delora will provide Eric Jones with information for the upcoming newsletter.

There will still be a joint conference with OEMA and possible future locations for conferences include the coast and Ashland.

### **Leadership Institute – Jeanne Nyquist**

No update on this except that John Ostrowski is working on it.

Public Works Leadership Skills

With the public works leadership institute being a joint venture with the fall conference, it will be important the conference and the institute co-mingle with each other during the social events to get more networking accomplished and to foster good relationships.

Greg Miller told the board that there are foundation openings for the upcoming term and that they are looking for nominations.

Lunch

## **Strategic Plan**

After lunch, Peggy turned the discussion toward the strategic plan and opened the floor for discussion.

Points that were brought up:

- Formalize relationship with the Foundation
- Improve community outreach and education (student development, career development, chapter vision)
- Educating the public about public works
- Providing essential services to our members and the public
- Define who we are servicing

With respect to the strategic plan itself, it was suggested to reformat the document to have one box for the goal, one box for the current actions associated with the goal, and one box for the proposed actions to accomplish the goal.

Splitting the foundation from the board is a good example of a strategic decision which had a specific function and goal.

Trying to align our goals with national's is difficult because theirs are more "value" statements while ours more action oriented.

Programs should reflect our Values which are accomplished by our Actions

Mark suggested that we adopt the current draft of the strategic plan, as is, so that it will be in place for the incoming president so she has some framework established since this has been in the works since 2007.

Specific discussion points:

## **SERVICE**

Re-evaluate the community outreach program  
Initiate planning for the 50<sup>th</sup> anniversary  
Grow the Historical committee

Elizabeth will champion this portion of the strategic plan

Mark suggested that we may in fact have a role in advocacy even though there is still ambiguity with how we can manage our chapter alliances with those of our individual elected officials. Mark to champion this portion of strategic plan.

## EDUCATION

Explore new opportunities to acquire educational resources (T2, AWWA, ASCE, etc)  
Use the conference as a way to use a technical session as a teaser / test of new topics for short schools. This strategy needs to be flushed out with costs, instructors, and locations.

Test Cameo as a conference administrator should be part of developing the conference steering committee.

Mary to champion this portion of the strategic plan including kick-off of the conference committee.

Russ used the "Locator BMP" as an example of a critical training topic that has no competition in the state right now even though every utility and every agency with underground utilities has to know about this stuff. Staking University provides basic training for \$75 / person or \$1500 / person to get someone certified. OUNC is supporting almost any effort across the state to get BMP training accomplished.

Russ will champion the effort to get Locator training folded into APWA curriculum. He indicated that we may need local coordinators to handle site logistics.

## PROFESSIONAL DEVELOPMENT

Northwest Public Works Leadership Institute (NWPWLI)

Develop a MOU with John Ostrowski after defining the relationship between the institute and the board. This is particularly important for the financial component.

Jill Marilley from the Washington Chapter may be interested in taking over John's role as he steps down.

Define and strengthen relationships with the institute (i.e. is it a separate program or rolled into our education program?)

Todd to champion this effort.

## SOCIAL INTERACTION

The membership committee, championed by Lou, should probably work on this task.

## WHAT'S NEXT?

An updated plan will be available for the July meeting.

Past president should re-visit the by-laws as compared to national's.

Brian Van Norman will be with us in July.

One topic will be communications between the board and the committees.

Hugh moved that we adjourn and it was seconded by Elizabeth.

Adjourn at 2:05 p.m.