

# American Public Works Association



## APWA BOARD MEETING MINUTES Valley River Inn March 9, 2012

### Executive Committee Attendance

Mark Schoening	President
Bob Patterson	President-Elect
Terry Song	Treasurer
Todd Watkins	Secretary
Stephanie Reid	National Delegate
Marty Andersen	Director
Paul Shirey	Director
Elizabeth Papadopoulos	Director
Delora Kerber	Director
Russ Thomas	Director
Gordon Munro	Director

### Guests

Peggy Keppler, (Chair, 2012 Spring Conference committee)  
Eric Jones (Chair, e-APWA committee)  
Angie Sousa (Chair, Leadership & Management / Diversity Committees)

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Meeting convened at 10:10 a.m.

The meeting started with a tour of the facilities at the Valley River Inn ahead of the upcoming conference.

Once the group came back to the meeting room, the discussion began with the *Good of the Order*.

### Minutes

The minutes from February 2012 were reviewed and a few edits were noted.

Paul Shirey motioned for approval of the minutes with a second from Russ Thomas. The group unanimously approved the minutes, as edited.

### Treasurer's Report

February was a simple month.

There was some education revenue and the major expenditure was paying Cameo.

The year end report to National is due on April 15<sup>th</sup>. Still need an audit letter from Dan Boss.

A \$25,000 transfer will occur from the business account to the money market account.

Elizabeth made a motion to approve the Treasurer's report which was seconded by Paul and unanimously approved by all.

### National Delegate's Report

Minutes for the House of Delegates meeting from Congress will be available soon.

Dick McKinley nominated himself as the next chair for Region IX

Chapter Dinner for Congress will be at The White House. \$66 includes dinner and transportation from the convention center. Dinner will be with Oregon, Washington and Rocky Mountain chapters. Registration will be through National's chapter web site.

### President's Report

Regional Nominating Committee: National has a policy for a nominating committee with input / participation from all the chapters in the region.

Per the e-mail from Peter King, the chapter president can appoint the chapter's representative to the nominating committee. Mark appointed Stephanie Reid to this assignment.

### Conference Updates

**Spring 2012 (Peggy):** Budget has been set and the estimated gain should be around \$9000 (+/-). There are currently 35 delegates registered and 33 exhibitors. There is room for up to 51 exhibitors but the budget assumes 45.

A new registration option is the "Guest Sponsor"; this means that the guest only has to pay for their meals.

Golf tournament has 16 registrations so far and there will be two guest tours; one to a winery (Wednesday) and one to a museum (Thursday).

The technical tour on Wednesday will be to the U of O's Knight Arena.

National will cover the cost of their attendee.

Community event has been cancelled.

**Fall 2012 - Salishan (Stephanie):** The first meeting with Cameo has occurred. The theme is still in progress. Salishan is an expensive location and the food is a big ticket item that will take quite a bit of work to make sure we don't lose money on it.

Gordon mentioned that Engineers Without Borders will have a booth at the conference.

**Spring 2013 – Hood River (Paul):** Outreach has been made to The Dalles to get them involved. He will update with any news once it comes available.

**Fall 2013 - Bend:** Proposal from The Riverhouse has come in. It is just a matter of working out the details. The City of Bend will host the event.

**Spring 2014 - Seaside:** Still need a conference chair. Gordon will contact City of Astoria (Jeff Harrington), and Clatsop County (Ron Ash and Ed Wegner) to see about getting them involved.

#### Committee Update

##### e-APWA Committee (Eric Jones)

Eric started his update by pointing out that the chapter is at risk of having a void in the communication arena since he is a committee of one. Whoever joins or succeeds him needs to have the following two traits: Commitment and Longevity.

Succession planning is crucial to ensure continuity with communications.

The local chapter's website and the national chapter's website could benefit from integration.

"Calendaring" is an issue we could improve on to ensure we have accurate information posted to the web. This is also important because our insurance coverage under National hinges on our keeping this information accurate and up-to-date.

There has been a lot of activity on the Job Postings page.

Some progress has been made on Facebook.

Having a professional webmaster would be expensive. Eric is working on the web page on almost a daily basis and it totals about 8 hours / week.

Advertising could help augment the cost to run the web site.

This committee is multi-pronged and needs strategic direction from the board.

It was suggested that we add another item to the strategic plan to develop a succession plan for marketing, communication and public outreach.

The conferences should be utilized more to recruit committee members.

#### Leadership & Management and Diversity (Angie Sousa)

The committee web site is up and running but needs more promoting to get more traffic

A diversity award nomination was submitted to National on behalf of ODOT

As with all committees, need more help and assistance.

We should be tapping the Institute graduates to participate more

Angie will be coordinating with John Lewis for a diversity award.

Would like to consider looking at some local agencies and how they operate but needs some direction from the board regarding the purpose of the committee and its function.

#### Additional Committee Discussion

It was discussed and agreed to take the following actions to consolidate our committees:

- **Industrial Relations** and **Government Relations**: Dissolve these committees
- **e-APWA** and **Public Relations**: Combine these committees and rename
- **Fleet**: Turn this into a “liaison” position
- **Historical**: Turn this person into a “Historian”
- **50<sup>th</sup> Anniversary**: Turn this into a task force
- **Futures**: Morph this into a “sustainability” committee

#### Community Outreach

Russ brought in a sample of the Newberg Library’s “Toddler Tote” which includes public works related items. The items are emblazoned with a sticker indicating that APWA funds were used to purchase the material.

The kits target 3 – 7 year olds and have been very popular and are usually checked-out.

The library has requested an additional \$500 to purchase more materials.

Paul made a motion to approve the \$500 request seconded by Gordon. All approved the request unanimously.

### Green Transportation Conference

The “Green Transportation Conference” is related to the truck and equipment community. Paul suggested that APWA consider being involved for branding purposes. Russ will do some more research to make sure we understand more about the content and how they plan to use our name.

### Scholastic Foundation

We need to figure out a way to strengthen our relationship with past scholarship recipients. Mark and Eric will try to come up with ideas for this.

Foundation wants to continue to be separate from the chapter and from national.

Discussed some ideas for “reciprocation” from past scholarship recipients otherwise this is a lost opportunity to build our membership.

Is there a need or willingness to expand the foundation’s mission? Eric will bring this up at the next foundation meeting where Mark will be present.

Gordon asked about the gizmo and its future. Eric said the foundation has considered alternatives but they are worried about the risk if they do something different because the gizmo has been so successful.

### Director Initiated Items

Paul asked for an update on the monthly luncheons and getting students involved. Mark said he would follow-up with Todd

Adjourn at 2:28 p.m.