

**MISSOURI SECTION  
BOARD OF TRUSTEES MEETING  
VIRTUAL MEETING**

**Date:** January 14, 2022

**Place:** Virtual

**ATTENDANCE: 11/13 (Quorum secured)**

**Board Members:**

Mike Klender	Chair
Bob Parks	Vice Chair
Jenny Doyle	Chair Elect
Joel Ogle	Past Chair
Tony O'Malley	Secretary-Treasurer
Nick Davis	Asst. Secretary -Treasurer
Scott Phillips	3 <sup>rd</sup> Year Trustee
Karen Marie Dietze	2 <sup>nd</sup> Year Trustee
James Okumu	2 <sup>nd</sup> Year Trustee
Mel Peterein	1 <sup>st</sup> Year Trustee
Kevin Wiggins	1 <sup>st</sup> Year Trustee

**Committee Chairs:**

Heather Gipp	Diversity & Inclusion
Mark Bross	Water Industry Coordinating
Mike Galluzzo	Water Utility Council
Mark Griffin	Sustainability Initiatives
John Brummer	Fuller Award & Site Selection

**Guests:**

Kirk Rome	Bylaws
Natalie Dees	Registration

**Administrative Manager:**

Mary Odom

**Absent:**

Corinne Duckworth	3 <sup>rd</sup> Year Trustee
Randy Moore	Director

**I. CALL TO ORDER**

The meeting was called to order at 9:00 a.m. by Chair Mike Klender. He welcomed everyone to the virtual board meeting.

**Approval of Minutes**

**MOTION: To approve the November 5, 2021 minutes and the December 8, 2021 monthly meeting minutes.**

**Made by:** Tony O'Malley

**Seconded by:** Joel Ogle

**Vote:** No objections, motion passed by unanimous consent.

## **II. CHAIR'S REPORT- Mike Klender**

Chair Mike Klender discussed the following items:

- Board actions since the last meeting:
  - Approved raising the Water for People donation to \$40,000 for the 2021 conference
  - Approved the purchase of JAM 2022 cancellation insurance policy
  - Approved registration pricing changes for JAM 2022 for one year with tracking of the financial impact.
  - Approved the cost of the Cvent Flex build out up to a maximum of \$3,000 from each association, contingent upon MWEA also approving the expense.
- PeopleService Workforce Survey Report 2021- utilities are scrambling to find licensed workers. It's almost at the crisis level.

## **III. DIRECTOR'S REPORT- Randy Moore**

Today is the AWWA Board of Directors meeting which Randy is attending. He will publish a report in the Spring issue of *Show Me Magazine*.

## **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. The Joint Annual Conference check has not been received yet from MWEA, but it is expected very soon. That check will put us in a better position than we've been in for several years.

We received a check for a training grant yesterday from the RCAP training held in November. Membership revenue is at the level expected at this time of year. Expenses are down in travel and programs and as expected for other categories.

Nick reported that he had spoken with the Illinois Section Executive Director about their investments and learned that we have a lot of options. He is planning to take Tony and visit our Morgan Stanley represented and then present options at our next board meeting.

Tony reported that we had donated \$5,000 in 2019 & also in 2020 to Global Brigades, but they have not requested funds since then. Other philanthropy opportunities include Roddy Rogers projects and Water Equation. WE focuses on workforce development, and Tony recommended that we consider making a donation directly to WE in light of the workforce issues in our industry.

**MOTION: To ask Jon Shellhorn to submit a form to the Philanthropy Committee for a donation from the Section of \$2,500 to Water Equation**

Made by: Joel Ogle

Seconded by: Tony O'Malley

## **V. ADMINISTRATIVE MANAGER'S REPORT – Mary Odom**

There are a lot of important dates coming up. Today is the deadline for the Spring issue of *Show Me Magazine*. Joel has stepped in for Debbie Maurer who retired this week, and we still need information on the Tuesday Banquet entertainment, YP activities, any recent retirees that you know of, Randy's Director's Report (forthcoming next week since AWWA's board is meeting today), any committee report articles.

I am attending the Membership Summit and planning to go to the April 11-12 RMSO in Savannah, GA as well as ACE22 in San Antonio. Tony O'Malley and Karen Marie Dietze are interested in attending part of the Membership Summit since it is virtual. Bob Parks mentioned that the DC Fly In will be April 27-28 and he will be attending but not using Section funds. The Section typically sponsors a couple of attendees. Also note that the April board meeting may not be held in April because the date conflicts with the Fly In.

Finally, Chair Elect Doyle also scheduled Strategic Planning for the July meeting.

Other items that I'd like to report on are the email metrics for quarter 4. The open rate took a nosedive in November and then immediately went back to normal levels in December. I view this as an anomaly with MailerLite's tracking and not a sign of dis-interest from our members. I started a Win-Back campaign with 294 subscribers that have not opened any of our 80+ emails. I received 15 confirmations from people saying they wanted to stay subscribed. I also contacted 8 folks on committees to switch them to personal emails if they wanted to start receiving it. Then I de-activated the rest of the subscribers who haven't opened any of our 80+ emails. This will decrease our subscribers to 502 and will improve our open & click rates.

If you would like something distributed to the members in the e-newsletter, you can send the content to me by Monday noon. The e-newsletter goes out Tuesday morning.

**Important Dates:**

Jan 14, 2022	<i>Show Me Magazine</i> Deadline
Jan 26-28, 2022	Membership Summit (virtual) register <a href="#">here</a>
Feb 9, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)
Feb 21, 2022	YP Summit, Orlando FL
Feb 21-24	AWWA Utility Management Conference, Orlando FL
Mar 9, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)
Mar 27-30, 2022	MWEA/MO-AWWA Joint Annual Meeting, Margaritaville
Mar 27-30, 2022	Sustainable Water Mgt. Conference, Denver
April 8, 2022	<i>Show Me Magazine</i> Deadline
April 11-12, 2022	RMSO, Savannah GA
April ?, 2022	MO-AWWA Board of Trustees Quarterly meeting, Columbia MO
May 2-6, 2022	Drinking Water Week
May 11, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)
June 8, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)
June 12-15, 2022	ACE22 in San Antonio, TX
July 15, 2022	<i>Show Me Magazine</i> Deadline
July 28, 2022	MO-AWWA Strategic Planning Meeting, Location TBD
July 29, 2022	MO-AWWA Board of Trustees Quarterly meeting, Columbia MO
Aug 10, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)
Sep 11-14, 2022	Water Infrastructure Conference, Portland OR
Sep 14, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)
Oct 12, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)
Nov 4, 2022	<i>Show Me Magazine</i> Deadline

Nov 4, 2022	MO-AWWA Board of Trustees Quarterly meeting, Columbia MO
Nov 13-17, 2022	Water Quality Technology Conference, Cincinnati, OH
Dec 14, 2022	MO-AWWA Board of Trustees Monthly meeting (virtual)

## VI. COMMITTEE REPORTS

### **Director Randy Moore:**

**Fuller Award-** John Brummer

We have a candidate and are preparing the bio.

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

- As of November 30th, we have 670 total members.
- Per the last official accounting by AWWA (end of November 2021), we are at - 4.4% growth and our retention rate is still good at 87.6%. On the whole, AWWA Sections are down 1.5% on member count.
- We held in-person happy hour events to show our members appreciation, one in Kansas City and one in St. Louis in December. About 50 people attended the one at J. Riegers in KC and about 30 people attended the St. Louis event.
- The November 17<sup>th</sup> member orientation had 8 attendees and was intended to help members engage and use their benefits, so they continue to renew their membership.

### **National Nominations-** Tony O'Malley

No report

### **Water Industry Coordinating Council-** Mark Bross

These topics dominated our discussions:

- Source Water Protection under the 2018 Farm Bill and the EPA's new Funding Integration Tool for Source Water (FITS). We are working across various participant groups to discuss with several communities that have source water issues related to non-point source pollution.
- Proposed Lead and Copper Rule – discussed concerns and implementation timelines.
- APRA funds – concerns with deadlines
- PFAS- EPA intent for rulemaking, PFAS as a hazardous waste
- Cybersecurity/Resilience Plans- the company that insured smaller systems went out of business
- Joel would like an article for our Summer issue of *Show Me* by Mark's committee.

### **Chair Elect Jenny Doyle:**

**Budget-** Mike Klender/Jenny Doyle – no report

**Strategic Planning-** Jenny Doyle/Bob Parks

We are still working through our Strategic Plan from the current year and are on track in meeting our goals. The next Strategic Planning meeting will be July 28<sup>th</sup> in person.

**Water Utility Council-** Mike Galluzzo

No report

**Vice Chair Bob Parks:**

**Annual Conference Management-** Bob Parks

No significant changes in meal prices. Bob is lining up food & beverage.

**Exhibits-** Joel Ogle/Ben Freese

Joel is receiving daily calls/emails from exhibitors and sponsors. The interest in top tier sponsorships has increased. There is some cost for having sponsors, and we need to track those costs against the revenue. We have more logo projections than last year. On average we are spending about \$150 per sponsor for fulfillment.

MWEA voted down the Cvent Event App and want to continue to use the Yapp App until more attendees use the app. Joel reviewed the cost scenarios using the two different apps and asked the board to support using the Cvent app regardless of MWEA's wishes. We can still use scanners (one per room) instead of codes which would still have the cost covered. We would push for reduced printing, but keep the printed programs until the app adoption increases and continue to track usage of the printed program. Also discussed a hybrid option where we still scan and let folks use a code to try it out. Mike & Joel will communicate the vote back to MWEA Board.

We are the ones that championed the sponsorship initiative, and MWEA said it would not succeed.

**MOTION:** Mike Klender moved to approve a blended solution using the Cvent Event App with both scanners in the technical rooms and codes available for self-reporting.

**Second:** Bob Parks

**Vote:** Unanimous consent

**Technical Program-** Jenny Doyle

Technical program has been built and speakers have been notified. The volunteer sign up is launched for moderators, assistant moderators, and general volunteers.

**Secretary/Treasurer Tony O'Malley:**

**Registration-** Tony O'Malley-

Kick-Off meeting will be Monday 1/17/22 and we hope to launch on 1/24/22 or some time that week.

**Site Selection-** John Brummer-

We are contracted with Margaritaville through 2025.

**Assistant Secretary/Treasurer Nick Davis:**

**SHOW-ME Magazine-** Joel Ogle

Joel called for articles from the board and from committees. He also would like a YP to volunteer as the new editor.

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

**Webmaster-** Mary Odom

The website traffic sources does have some good news. We typically receive traffic from a direct landing, or Google searches, or our newsletter. But last quarter, we started receiving referral traffic from MDNR's website. That probably stems from the RCAP training that we held in November.

**Past Chair Joel Ogle:**

**Audit-** Joel Ogle for Elizabeth Robertson

We are due for an audit this year. Tony will reach out to Elizabeth to get that started.

**Education-** Kevin Wiggins

No report.

**Nominating-** Joel Ogle

There will be some changes in the board in April. The slate of candidates will include Tony as the Vice Chair, Nick will move up to Secretary/Treasurer, Corinne will move into the Assistant Secretary/Treasurer, and the new 1<sup>st</sup> Year Trustees will be Heather Gipp and Timothy Ganz.

**3rd Year Trustee Corinne Duckworth:**

**Student Activities-** Corinne Duckworth-

Karen Marie reported that the documents for the student poster competition are being updated. She and Corinne will reach out to their university contacts next week.

**Sustainability Initiatives Coordination-** Mark Griffin

Requested new members. The criteria are being slightly changed this year by limiting the number of awards based on the number of applications, and preference will be given to potable water OR water re-use.

The committee would like their own Facebook or LinkedIn so the committee members can share out events and current issues. They would also like to make short video clips about water situations around the state. The committee gained a member and lost a member (Matthew). Next meeting February 16<sup>th</sup>.

**JR Popalisky Scholarship-** Mike O'Connell

The announcements for both the One AWWA Scholarship and the JR Popalisky

Scholarship was missed for the Winter edition of the Show-Me magazine. Included with this report are announcements for both scholarships to be included in the upcoming magazine. Since we have not seen any action on either award, I would recommend the dates be pushed back for submittal from February 15 to March 4 for the One AWWA Scholarship and March 25 for the JRP Scholarship. This change is also needed on the website. If it is desired to announce the JRP Scholarship winner at the 2022 JAM, then both can be March 4.

In addition, I am requesting that the Student Activities Chair (Corinne Duckworth) provide copies of the JRP scholarship announcement to their main contacts at the various Missouri educational institutions. If the Small Systems chair (Kevin Wiggins) also has contacts to distribute the One AWWA scholarship announcement to their contacts in the industry, that would also be appreciated. If the announcements for both can be included in one of the upcoming section e-mails, that would also be encouraged.

Anybody who wishes to serve on one of the committees to review the scholarship applications, please contact me. Additional information on the deadlines for the scholarships can be found in the announcements attached to this report.

**3rd Year Trustee Scott Phillips: (Presented by Chair Mike Klender)**

**Awards-** Scott Phillips-

No report

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

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

Extend deadlines to March 10<sup>th</sup> and include this in the *Show Me Magazine* using the previous promotion. Requested board members to nominate for the Boyd Award.

**Manufactures/Associates Council-** Scott Phillips

No report

**2nd Year Trustee Karen Marie Dietze:**

**Philanthropy-** Karen Marie Dietze-

Covered earlier during the financial report.

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

**Water Equation-** Jenny Doyle – no report

**Research-** Karen Marie Dietze

No activity except for the student poster competition discussed earlier.

**Drinking Water Week-** Karen Marie Dietze

We would like to plan a social event for Drinking Water Week in May.

**2nd Year Trustee James Okumu:****Bylaws-** Raed Armouti- no report**Safety & Emergency Planning-** Frank Genovese

- MoWARN was not activated during the past period
- Major tornado hit areas of the St. Louis region in December 2021 but no damage was reported by water and wastewater systems
- Committee meeting held 01/12/22 – Following was discussed:
  - Funding sources for systems trying to improve resiliency/emergency preparedness by use of BRIC loans
  - Going to publish network members on website
  - Several job changes and MoDNR and MoSEMA which should be good for both Organizations
  - Committee members will be representing MoWARN @ MRWA Annual Conference in St. Charles, MO March 15-17, 2022 and MO-AWWA Joint Conference
- Training Opportunities for water and wastewater system staff
  - Water/Wastewater Emergency Management Coordinating, sponsored by EPA, January 18, 2022
  - NIMS Training, sponsored by EPA, April 5, 2022
- Working with Billy Chambers from SEMA on coordinating efforts with MoWARN

**Diversity & Inclusion-** Heather Gipp

An article is forthcoming in the next *Show Me Magazine* about the Model Water Tower Competition held in Kansas City. The St. Louis area is being planned for possibly May during Drinking Water Week.

One of the conference sessions will be DEI-focused that Heather will present with Rebecca Losli.

**1st Year Trustee Kevin Wiggins:****Small Systems-** Kevin Wiggins

RCAP Round 6 was completed on November 18<sup>th</sup> at the Columbia Water Plant with Kevin, Mike Klender. RCAP 7 will be hosted in a different region of the state so we can draw different operators.

**Retirees-** Jenny Doyle- no report**Operations Service Awards-** Kevin Wiggins

The deadline was advertised in the weekly eblast, but no applications have been received.

**1st Year Trustee Mel Peterein:**

**Young Professionals- Mel Peterein**

Our committee is mobilizing to plan for 2022 including a beer tasting activity. Matt Sainz will be the next YP Chair starting in March. YPs spearheaded the member appreciation events in KC and St. Louis. Natalie Dees reported that we had \$700 left over in sponsorships to use for another event, and was wondering what to use it for. Karen Marie suggested using the joint funds with a joint event for Drinking Water Week.

**Landmarks- Nick Davis**

The Jackson award will be presented when the weather is warmer. The Florissant application will be decided by AWWA at the end of February.

**VII. NEW BUSINESS**

Tony O'Malley wanted to make sure all of you knew that we lost one of the water industry's family on January 9th. Ed Ryser formally of KC Water Engineering and ACE Pipe. The celebration of life is today from 5-7. <https://parklawnfunerals.com/obituaries/ryser-edwin-lee/>

ACE 2022 is happening in June in San Antonio, and Bob Parks would like to see an ad hoc committee formed to make recommendations on how the Section will support members attendance at the conference. The committee should make a recommendation at the March monthly meeting. Chair Klender will convene a committee meeting to discuss. Volunteers were Bob Parks, Joel Ogle, Kevin Wiggins.

**VIII. ADJOURNMENT at 11:30 am**

Respectfully submitted,  
Mary Odom, Administrative Manager