[](http://www.caldesal.org/)

**CalDesal Executive Committee Meeting Notes**

**Monday, November 16, 2020**

**11:00 a.m.- 12:00 p.m.**

**Via Zoom video platform**

**Executive Committee Members present:**

Bob Shaver (Chair)

Gilad Cohen

Jeremy Crutchfield

Mark Donovan (Secretary)

Carol Mahoney

Warren Teitz (Treasurer)

Makrom Shatila

Patrick Sheilds

Paul Shoenberger (alternate for Shawn Dewane)

Richard Svindland

**Executive Committee Members absent:**

Phil Paule

Jeff Quimby *(Excused)*

Phil Rosentrater (Vice-Chair)

**Guests:**

Wendy Ridderbusch, CalDesal Executive Director

Nathan Carlson, CAMS

**Annual CalDesal Conference**

* Wednesday afternoon, Thursday morning: **February 10 & 11, 2021** – two half days. The Annual Conference Planning Committee wanted a more contiguous, vs. chopped up schedule. They wanted to create a conference program that was more like an in-person event.
* The draft schedule was attached to the meeting agenda and Wendy walked through it from start to finish so that the Executive Committee would better understand what was being offered in the conference program.
* **Gilad Cohen** remarked that he liked the CalDesal approach of keeping the programs grouped together and that the recent Texas Desal portioning out their conference programs every three weeks or so was difficult to schedule and participate in. He remarked that Texas Desal ended up making more money than anticipated holding the conference remotely. Warren Teitz commented that he thought the agenda was innovative.

**Annual CalDesal Board of Directors’ Meeting**

* Wendy reminded the committee of the upcoming BOD meeting on Wednesday, December 2, early morning of the Virtual ACWA Conference 7:00 a.m.- 8:00 a.m. She asked the committee to please accept the Zoom invite sent to you from Nathan Carlson with CAMS. Wendy will be presenting a power point so Nathan has agreed to host the Zoom video/call.
* Executive Committee including Officers elections will take place during this meeting.

**Membership recapture, retention and recruitment efforts**

* Reaching out to targets on list to schedule pitch meetings for January and early 2021
* Following up on lead for possible Western Growers membership

**Policy Committee and Issues Activity**

* **CUWA Study partnership Update** – CUWA is the acronym for California Urban Water Agencies. They held three stakeholder meetings to craft the issue paper and accompanying slide document. There are several members of CalDesal that are also members of CUWA. Reaching out and collaborating with other organizations has been a request of members which was included in the Strategic Plan.
* **Technology Innovation Committee** – the committee had its first meeting. The platform and goals that the committee is working toward in 2021:
  + The committee will provide a forum to discuss, highlight, and promote new and emerging technologies across the board including brackish water desal, seawater desal, and salinity management to get a cross-pollination between the public agencies and the private sector members and associates.
  + It is going to be a forum to share technical information such as lessons learned on various projects in different phases: the planning, the permitting, the development, and the operations.
  + It will support collaboration of piloting programs between public agencies and private companies that are mutually beneficial.
  + It is going to create a bridge between applicable technologies and other members and associates.
  + It is going to serve as a new avenue to attract and engage new members like equipment suppliers, universities, and other entities more directly in CalDesal.
  + The committee wants CalDesal to create a standalone virtual program webinar entitled, “Invitation to Innovate” with public agency members and companies. The program would be moderated with questions posed to public agency members like, “What would you be interested in with respect to innovation in desal over the next few years?” This could be an interesting, less formal visioning program. They could help influence where the market is going to head. We would invite operators, leadership, engineers. Every sector would be invited. The Committee came up with a draft date and time for this program: Friday, March 26th which would be six-weeks post-conference.

**Communications and Social Media**

* **New website update** – we are gearing up for a launch of our new website in January 2021. Wendy reported that she and the Outreach Communications Committee is still working with Southwest Strategies on copy, photos, wireframes, etc. CalDesal created a dropbox for photos and video. Jessica Jones, Website Subcommittee Chair will present a sneak peek at the upcoming Board of Directors meeting in December,

**Governance**

* **Strategic Plan** -- The Executive Committee voted to approve the attached Strategic Plan (third version). Wendy thanked the committee for participating in the standalone meeting to help shape what has become an almost hybrid workplan and Strategic Plan document. Wendy expressed her hope that in two years the organization will reach a larger size and that a more traditional five-year strategic plan could be created with the help of a subject matter consultant!
* **Jeremy Crutchfield** made a motion to approve the Strategic Plan, and **Chair Bob Shaver** seconded the motion. **The Executive Committee voted unanimously by a voice vote to approve adoption of the 2021-22 Strategic Plan.**
* CalDesal 2020-21 Officers and Executive Committee Elections Nominating Committee Update – Chair Bob Shaver presented the slate of candidates and thanked the participants on the Nominating Committee – Rich Svindland, Patrick Sheilds, Paul Shoenberger, and Warren Teitz.
* Wendy briefed the committee with an accompanying handout regarding the need to form a Special Bylaws Committee in 2021. Discussion ensued around the need to bring in additional revenue. That could be complicated by the fact that we are in the middle of this pandemic. Most organizations update their bylaws every five years or so that they help, and not hold back, an organization. She also noted that the slate contains 12 names, and that there is one vacancy. The plan is to alter the Bylaws so that another company may serve on the Executive Committee. Mak Shatilla who is now serving on the Executive Committee from Michael Baker would like to return to the Executive Committee for another term and we would like to have him back as well! The plan is to form a Special Bylaws Committee in January and once the committee meets and makes changes, including this one, that Mak would be voted back on to serve on the 2021-22 Executive Committee.

**ED Activity: Invitations, Requests, Meetings**

* Participated remotely on a Texas Desal Conference panel on October 15, 2020
* Participated virtually in the Public Policy Institute of California (PPIC) programs this month: Collaborative Approaches to Foster Groundwater Sustainability; Priorities for a Water Resilient California
* Participated in the California Water Association’s annual conference virtually

**Other items?**

**Rich Svindland** shared with the committee that he participated on a conference that was hosted by some students at UC Berkeley part of their environmental research group or committee. By and large he felt that it was a fair treatment of desal.

**Gilad Cohen** also brought up an interesting webinar hosted by NAWI presenting the Imagine H2O accelerator that he watched. He feels that they have made progress and it would be worth checking out!

Next Executive Committee Meeting: is **Wednesday, December 2,7:00-8:00 a.m. Zoom call before the virtual ACWA Fall Conference**

**Chair Bob Shaver adjourned the meeting at 11:58 a.m.**