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

**CalDesal Executive Committee Meeting Notes**

**Monday, October 19, 2020**

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

**Via conference call**

**Executive Committee Members present:**

Bob Shaver (Chair)

Gilad Cohen

Jeremy Crutchfield

Carol Mahoney

Warren Teitz (Treasurer)

Jeff Quimby

Phil Rosentrater (Vice-Chair)

Patrick Sheilds

Paul Shoenberger (alternate for Shawn Dewane)

Richard Svindland

**Executive Committee Members absent:**

Mark Donovan (Secretary)*(excused)*

Phil Paule

Makrom Shatila

**Guests:**

Wendy Ridderbusch, CalDesal Executive Director

Nathan Carlson, CAMS

**Agenda**

1. Call to Order by Chair Bob Shaver, Alameda County WD
2. Wendy Ridderbusch, ED reports:

**CalDesal Virtual Townhall Debrief**

* 76 registered, 50 attended, 12 non-members paid and attended
* $11,000 in sponsorships which filled in for lack of ACWA Spring Conference Mixer revenue in May 2020
* Received positive feedback regarding:
* length and pace of program
* interesting and engaging speakers
* interactive especially with the desal bingo
* good advertisement to non-members about CalDesal
* strong facilitation from Moderators
* Friday afternoon was novel and attendance was great
* Improvement should be made in the following areas:
* More softball questions need to be prepared to avoid dead air if audience does not ask enough questions
* Not one person participated in the desal bingo, it was more a novelty

**Annual CalDesal Conference**

* February 2021 moved to virtual format
* Wednesday afternoon and Thursday morning: February 10 and 11, 2021
* $250 registration fee for member and associates – price for both 2020 physical and 2021 virtual conferences
* Both 2020 and 2021 conference had/will have six programs
* Wendy reminded the Executive Committee of the following line items that are included in the current budget related to the CalDesal Conference:
* $20,000 registration fees at 80 bodies (member/associates and non-members)
* $17,000 in sponsorships (including former physical tabletop vendors)
* Total of $37,000 revenue stream from annual conference

**Membership recapture, retention and recruitment efforts**

* A few agencies/companies still outstanding
* Recap of recruitment gains so far in 2020:
* Indar at $5,000
* Las Virgenes at $5,000
* Magna Imperio at $5,000
* Noria Water at $1,000
* Tim Hogan at $1,000
* Eric Miller at $1,000
* CV Salts at $1,000
* We have lost in 2020:
* Invenergy at $5,000
* Santa Margarita Water District at $5,000
* The Membership Committee plans to meet quarterly in 2021

**Policy Committee Activity**

* California Urban Water Agencies (CUWA) study and $5,000 partnership with CA WateReuse and CalDesal. Wendy is requesting a voteas we did not have a quorum present at September meeting. **Jeremy Crutchfield** made a motion to approve the partnership and $5,000 investment, and **Warren Teitz** seconded the motion. The Executive Committee all voted to approve the motion, with Chair **Bob Shaver** abstaining due to his position as a board member at CUWA.

**Communications and Social Media**

* SWRCB twitter feed/CalDesal response update. Wendy closed the loop with the State Water Board’s Director of Communications George Kostyrko regarding the “sloppy tweet” that mentioned both the problem of trash in the ocean and seawater desalination within the same sentence. The tweet was written and placed by a junior staffer who was subsequently educated about the perils of mis-tweeting. George removed the tweet. This communication led to a later, longer one about strategy with the Administration on desal issues which was very helpful. We discovered that the SWRCB is not moving quickly on an Ocean Plan Amendment. **Phil Rosentrater** complimented Wendy on her action and leadership, turning an unfortunate tweet into a positive for the organization.

**Governance**

* The third draft of the Strategic Plan will be sent next week via e-mail for final review, discussion, and vote during November 16, 2020 meeting – Please send any comments to Wendy via e-mail no later than Friday, November 6, 2020.
* CalDesal 2021-22 Officers and Executive Committee Elections Nominating Committee update. Deadline was Friday, October 16th COB.
* Wendy gave an update on applications received by the deadline:
* Chair – Mark Donovan, GHD
* Vice-Chair – Marice DePasquale, Mesa Water District Director
* Secretary – Jessica Jones, Poseidon
* Treasurer – Jeremy Crutchfield, San Diego County Water Authority
* Immediate Past Chair – Bob Shaver, Alameda County Water District
* Regular Executive Committee Members positions 6-11, up to a maximum of 13:
* Bill Green, South Coast Water District Director
* Jeff Quimby, Contra Costa Water District
* Gilad Cohen, IDE Technologies
* Warren Teitz, Metropolitan Water District
* Ian Crooks, CalAm
* Patrick Sheilds, West Basin MWD

Have not yet heard from Phil Paule, Eastern Municipal Water District Director, Mak Shatilla, Michael Baker International, or Carol Mahoney, Zone 7. Carol Mahoney let the Executive Committee know that her agency has a current 25% vacancy rate and that she is going to focus on her work in-house work and she won’t be returning as a member of the Executive Committee.

* Wednesday, December 2 Annual CalDesal Meeting during Virtual ACWA Conference 7:00 a.m.- 8:00 a.m. Elections will take place during this meeting!

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

* Participated on a Texas Desal Conference panel on October 15, 2020
* Attended the Water Agencies of County of Orange (WACO) meeting on salinity management on the Colorado River on October 2, 2020. **Warren Teitz** was a presenter and he mentioned CalDesal – thank you Warren!

**Other items?**

* **Vice-Chair Phil Rosentrater** expressed his gratitude to the Executive Committee for the kind words regarding his service and for the experience of serving in a leadership capacity for CalDesal. He did let the committee know that he will continue working in the water world in the Southwest.

Next Executive Committee Meeting: is **Monday, November 16, 2020 11:00 a.m.-noon on the Zoom platform. The invitation will be sent by Wendy Ridderbusch, not Nathan Carlson.**

**Chair Shaver adjourned the meeting at 11:46 a.m.**