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

**CalDesal Executive Committee Meeting Agenda**

**Monday, August 17, 2020**

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

**conference call phone: (515) 604-9094, code: 1175-56965**

**Executive Committee Members present:**

Phil Rosentrater (Vice-Chair)

Mark Donovan (Secretary)

Warren Teitz (Treasurer)

Gilad Cohen

Jeremy Crutchfield

Carol Mahoney

Phil Paule

Jeff Quimby

Makrom Shatila

Patrick Sheilds

Paul Shoenberger (alternate for Shawn Dewane)

Richard Svindland

**Executive Committee Members absent:**

Bob Shaver, Chair (excused)

**Guests:** Wendy Ridderbusch, CalDesal Executive Director, and Nathan Carlson, CAMS

1. Call to Order by Vice-Chair Rosentrater at 11:03 a.m. as Chair Shaver is on vacation.

Wendy Ridderbusch, ED reports:

**CalDesal Virtual Townhall**

* Friday, October 16th 3:00-4:00 p.m. via Zoom platform with CAMS operating dashboard
* Will require registration in advance to receive Zoom link, program agenda, desal bingo sheet. The e-mail invite will come from Nathan Carlson at CAMS so please accept it!
* Director of Governor’s Water Portfolio Program at the Natural Resources Agency Nancy Vogel just committed to discussion with Phil Rosentrater about next steps for implementation of portfolio as one program. We have extended invite to Peter Fiske to come back and give us an update on what has been going on with NAWI funding for projects. If he agrees to participate Sivan Cohen from Noria Water Technologies will lead that discussion. The thought is to have active talking with the ability to have Q and A live, instead of a pre-taped format that is being used for some virtual programs right now.
* Please let Wendy know if you are interested in contributing as a sponsor for this virtual event.
* Finally, Wendy reminded the committee that the purpose of the Virtual Townhall was twofold: try and recapture lost ACWA Spring Conference mixer sponsor revenue since the mixer was not held and also to try Zoom as a possible platform for a larger virtual Annual Conference in February 2021 if the pandemic is still raging.

**Membership recapture, retention and recruitment efforts**

* Wendy provided an updated member/associate annual dues renewal excel spreadsheet that was attached to the agenda. Several more members have sent in their renewal checks or paid annual dues by credit card.
* Clean Water Invenergy declined to renew membership. **Gilad Cohen** offered that this larger company got tired of the difficulty of developing desal projects in California. That could help explain their non-renewal.
* Successfully recruited Magna Imperio Systems, a Texas company, and CalDesal is awaiting their new annual dues payment.
* Membership Committee **Chair Shoenberger** set first meeting on August 31, 2020 where the committee will discuss membership strategy, as well as look at comparisons of annual conference registrations and annual dues with similar statewide associations to return to the Executive Committee with recommendations.

**Budget**

* Wendy provided a brief budget overview during last month’s July Executive Committee meeting.
* She made a suggested change by adding a notation on SWS contract line indicating the Southwest Strategies Outreach Communications Contract $85,000 was a pass through.
* An updated 2020-21 budget was attached. **Mark Donovan** asked if the amount listed for Annual Conference revenue was too optimistic due to pandemic conditions? Wendy responded that she felt that the amount could be obtainable due to the combination of increased sponsorship interest and increased attendance leading to additional registration fees but that we were heading into uncharted pandemic territory. She noted that with the change in developing and marketing the annual conference much earlier this will allow more opportunity to pursue sponsorships.
* **Rich Svindland** moved, and **Mark Donovan** seconded the motion to approve the 2020-21 CalDesal budget. It was a unanimous voice vote to approve the budget.

**Policy Committee Activity**

* California Urban Water Agencies (CUWA) requested that CalDesal consider joining a partnership with CA WateReuse and CUWA to collaborate and produce a study and material to advocate and educate about the challenges of brine management for alternative water supplies like water recycling and desalination. Bob Shaver provided the invitation to Wendy Broley from CUWA to reach out to us to see if we would consider this. Wendy included both the study document as well as a powerpoint presentation as a sample of what CUWA would produce with WateReuse CA and CalDesal.
* Wendy stated that she wanted to get a sense of whether the Executive Committee would like CalDesal to gather additional information and bring back a proposal to the Committee for a vote in September. The financial commitment of $5,000 is what they are seeking.
* **Paul Shoenberger** asked Wendy what her recommendation was, and she noted that she felt it would be a good opportunity to pursue collaboration with organizations like CUWA and WateReuse in order to help leverage them for things that CalDesal may want and need down the road. She does not have a working relationship or history with CUWA so wanted to get a sense from the members of whether they wanted her to pursue further.
* Discussion ensued from several committee members. **Gilad Cohen** expressed concern that there is a risk to this concept with the chance that it could produce negative results that opponents to desal could focus on. **Jeremy Crutchfield** looked at this from a different angle, stating that the threat is out there on brine management and we would rather be part of the making of that story making then be on the outside looking in. This area of salinity management is an area that we are looking to broaden our reach to potential new members as well as an area that we have not focused a lot on yet. Showing that we are mitigating brine management and committed to that and being proactive. We could engage on this technical issue and be part of the messaging and also start developing relationships with CUWA. **Phil Rosentrater** concurred with Jeremy’s points noting that this was part of a discussion that was had back in February at our annual conference – how does CalDesal deal with these larger, looming issues that have membership implications? Salt management is going to capture the interior part of the state that is not involved in seawater desal. This would be a good opportunity to strengthen our organization by partnering with these two organizations. Warren chimed in to say that CUWA and WateReuse are going to run with this anyways and we are better off being involved because we can control the outcome more. If we did see something that we didn’t like regarding some of the in-development projects we could address that as one of the funding partners at the table. He also agrees with Jeremy and Phil on the point that we could use this project as a way to get CUWA behind us more on the Ocean Plan. Discharges are an Ocean Plan issue and this is a chance to say that we would like to participate, here are our thoughts, and can you help us when we need assistance with brine discharge issues as part of the Ocean Plan? **Carol Mahoney** shared that Zone & already sends out effluent from their demineralization activities. She likes the prospect of joining this collaboration as the more that CalDesal can align itself with other types of water supply options the more mainstream we sound. That is an important external message when an organization like WateReuse that deals with recycled water, that they work with and support CalDesal and desalination. Wendy will bring this issue back for a vote in September.
* Committee Chairs will be integrated into Executive Committee meetings as guests to present brief, relevant updates. Chair of Outreach Communications Committee is attending this meeting, Chair of Annual Conference Planning Joe Monaco will attend next month.

**Communications and Social Media**

* A five-minute Southwest Strategies outreach communications contract update was delivered by the Chair of Outreach and Communications Committee Stacy Taylor. She asked the Executive Committee members to send content for the website regarding upcoming events, people news, project updates information to Wendy and she will get it to Stacy so it can go up on our website. **Patrick Sheilds** asked about progress on the CalDesal myths and facts document. Wendy responded that they are midway through the project. It will be put up on our website so that members can utilize it.

**Governance**

* Strategic Planning Effort update – A Zoom calendar invite was sent to you for Friday, September 11 from 9:00 a.m.-noon to create the first CalDesal Strategic Plan.
* Wendy reviewed the CalDesal 2020-21 Officers and Executive Committee Elections Nominating Committee and process timeline as a reminder. A one-pager was included as an attachment to the July Executive Committee meeting agenda. The candidate application will be attached to the September Executive Committee meeting agenda and also posted in the members’ only portion of the website.

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

* Virtual Networking: Southern California Water Coalition Stormwater Matters webinar
* ACWA State Legislative Committee meeting

Next Executive Committee Meeting: on Zoom platform is **Monday, September 21, 2020 11:00 a.m.-noon**

**Vice-Chair Phil Rosentrater adjourned the meeting at 11:52 a.m.**