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

**Zoom Video/Phone Conference – you should have received via e-mail an invitation with a link that you accepted. If you experience access or connectivity issues, please e-mail Nathan directly at** [**Nathan@camgmt.com**](mailto:Nathan@camgmt.com)

**Wednesday, July 29, 2020**

**7:00 a.m.- 8:30 a.m.**

**Agenda**

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

**CalDesal Virtual Event Update**

* Moving ahead with a virtual event via Zoom webinar this Fall
* Will include sponsors, speakers, and an element of fun
* Program will not conflict or interfere with CalDesal Annual Conference in February 2021
* Free of charge for members and associates, fee for non-members and non-associates
* Draft dates: Friday, October 2 from 3:00-4:00 p.m. or Friday, October 16 from 3:00-4:00 p.m.

**Membership recapture, retention and recruitment efforts**

* Vote to formally approve formation of Membership Chair and Committee: Chair Paul Shoenberger and committee members: Phil Rosentrater, Patrick Sheilds, Mark Donovan, and Gilad Cohen.
* First meeting in August agenda: recruitment strategies, initial discussion to weigh possible changes to both 2021 Annual Conference registration fees and Annual Dues for members and associates.
* 2020-21 Annual Dues Renewal retention effort update (attachment)
* Recruited: Central Valley Salinity Coalition (CV Salts) and Tim Hogan’s TWR Environmental Resources and Consulting at the Associate level
* Recent/future meetings: IEUA (Phil Rosentrater), Las Virgenes Municipal Water District (Paul Shoenberger), Magna Imperio Systems

**CalDesal Annual Budget**

* 2020-2021 Draft Budget document (attachment) for review. Vote planned for August meeting.

**Strategic Plan**

* Date for inaugural meeting: Friday, September 11 from 9:00 a.m.- noon

**Policy Committee Activity**

* State Legislative, Regulatory, Outreach Communications, Innovative Technology, and Conference Planning Committee meetings highlights

**Communications and Social Media**

* Outreach Communications Contract with Southwest Strategies Progress Report (attachment)

Governance

* BOD Liability Insurance update (Nathan???)
* CalDesal Officers and Executive Committee 2021-22 Elections Nominating Committee volunteers? We need four in addition to Chair Bob Shaver.
* Strategic Plan Update:
* ED 6-month check-in evaluation results and discussion
* ED Formal Annual Evaluation process, December 2020

ED Activity: Invitations, Requests, Meetings

* Virtual Networking/Virtual Meetings Research:
* WateReuse annual conference programs and happy hour
* University of Arizona’s Water Resources Research Center annual conference panels and happy hour
* Urban Water Institute’s *“Virtual Meetings and Communications Webinar*
* WACO meeting with speaker Director of Water Resources Karla Nemeth
* ACWA State Legislative Committee Meeting

Next Executive Committee Meeting: **Monday, August 17, 2020 from 11:00-noon**

**Adjourn**