**Talking Points for CalDesal Zoom Executive Committee Meeting July 29, 2020**

1. Call to Order by Chair Bob Shaver, Alameda County WD

**Call roll for those that are not popping up on video:**

1. Wendy Ridderbusch, ED reports:

**CalDesal Virtual Event Update**

* Moving ahead with a virtual event via Zoom webinar this Fall – we will host a one to 1 ½ hour virtual program. Nathan from CAMS and I will work together to run it smoothly.
* We will include sponsors, speakers, and an element of fun – also known as CalDesal BINGO!
* Program will not conflict or interfere with CalDesal Annual Conference programs in February 2021. We are having our second meeting tomorrow afternoon and will ensure different programming for each event.
* Plan to be free of charge for members and associates, fee for non-members and non-associates. Why not charge a fee? We are still building our CalDesal value proposition for members and believe there should be things that you get for no charge as part of your membership in CalDesal. Our sponsors will receive screen time for visual advertising. We will also e-mail out invitations that contain sponsors’ names. We plan to embed the link of the recording of the event to our website so that members and associates can view it later if they are unable to make the original airing.
* Draft dates: Friday, October 2 from 3:00-4:00 p.m. or Friday, October 16 from 3:00-4:00 p.m. Can I get a sense from you now if either of these dates DO NOT work?
* With the way that the pandemic is spreading and things are not trending towards opening up any time soon, we may end up having to hold our own annual conference in February virtually so it is important to make sure that the Zoom platform works, that we are all comfortable with it so we can use it as a last resort then if we need to.

**Membership recapture, retention and recruitment efforts**

* While we discussed the concept of creating a Membership Committee and some of you graciously stepped forward to volunteer, we still need to officially approve the formation of the Membership Committee by vote. Bob, could you please call for the vote?
* Membership Chair and Committee: Chair Paul Shoenberger and committee members: Phil Rosentrater, Patrick Sheilds, Mark Donovan, and Gilad Cohen.
* At our first meeting in August we will review recruitment strategies. We are also going to have an initial discussion to weigh possible changes to both 2021 Annual Conference registration fees and Annual Dues for members and associates.
* Think we have covered both these topics a few times since the beginning of the year. I have done most of the research to date on similar associations and what they charge their members and non-members to attend their conferences and annual dues. The committee will discuss and decide and bring back a recommendation to the Executive Committee no later than January of 2021 so that we have plenty of time to communicate any changes to the membership in advance so that they may have time to work through their own internal budget processes.
* 2020-21 Annual Dues Renewal retention effort update (attachment)

Natalie from CAMS receives the checks and keeps the annual dues document up to date weekly as the checks and credit card charges come in. If your agency or company has not yet paid, please follow-up internally to see if it is being processed and drop me a quick note. We really value your membership and the time you have donated to CalDesal.

* 2020 Recruited:
* Central Valley Salinity Coalition (CV Salts) Dan Cozad
* Tim Hogan’s TWR Environmental Resources and Consulting
* Eric Miller Marine Science
* Sivan Cohen Noria Water all four at the Associate level
* Indar which comes to $9,000 then you add our newest member Las Virgenes Municipal Water District which brings us to $14,000 in new member dues revenue to date
* Recent/future meetings: I want to express my appreciation to Phil who was a trooper answering very specific, technical questions from GM Shivaji at IEUA using the Microsoft Teams platform. I sent thank you notes and am following up with information that they have requested. Shivaji believes that he will be able to make a membership decision this fall after talking with his Board and at that point he will let us know.
* Paul Shoenberger and Team Mesa helped grease the wheels with Dave Pederson, Las Virgenes’ GM, and
* Magna Imperio Systems is a Houston-based company who approached me two weeks ago following up on our Calmatters Op-Ed that we placed at the beginning of the year that they had seen. They opened an office in Newport Beach recently and we have a Zoom meeting set up so I can extoll the virtues of becoming a member of CalDesal. They created a patented electrochemical nano diffusion process for desal.

**CalDesal Annual Budget**

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

**Policy Committee Activity –** want to ask the Chairs of the various committees to give brief reports summarizing the year’s work at our meeting at ACWA in December in Indian Wells or virtually online.

* **State Legislative** – legislature is back in for one month but the Assembly and Senate are in dischord. We have desal funding included in the ACWA and Southern California Water Coalition asks but we most likely will be revisiting a water resilience bond next year. The Governor released his Water Resilience Portfolio which still includes both brackish and seawater desal in the final version. Know there was pressure to remove it.
* **Regulatory** – We are working with the committee to craft our own FAQ page modeled after a coalition of environmentalists headed by the Coastkeepers that sets the record straight on myths and facts regarding desal. We worked off of their sheet and talked through each topic with committee members. **The Outreach Communications Committee** will take the rough draft and get it ready to be used in our communications as well as on the website. This is an example of the type of collaborative type of work that the committees are accomplishing so far this year. We will continue to work with the subject matter experts on our Regulatory Committee to produce original content for the website.
* **Innovative Technology** committee will launch later this summer and the addition of three more small companies with really involved people as new associates will help shape its direction.
* **Chair Joe Monaco** from Dudek is our Annual Conference Planning lead and we had our initial meeting and have our second one tomorrow afternoon. Our programs are already shaping up and one decision that the committee has made is to lengthen the event to two full days instead of the current 1 ½ days. We are looking at doing a virtual tour, filmed in advance, of a facility to show in real time if we are in person, or online if the conference goes virtual.
* One of the main goals is to increase attendance by buttoning up these good programs with enough advance time to allow for a more aggressive marketing to attract additional people to attend. The committee would like to hold the conference in Orange County. We will talk with Nathan and Natalie from CAMS as we move through the summer.

**Communications and Social Media**

* Outreach Communications Contract with Southwest Strategies Progress Report (attachment) of steps that have been taken. Right now we are moving into building the wireframe and the back end of the website. I wanted to include some specificity for those of you who are not on the Outreach Communications Committee or don’t have anyone from your agency or company on the committee. We are very lucky to have the expertise of these public relations folks helping guide us and lending their talent to our organization. We said at the outset of this contract that we would be transparent and share what we were doing and we are keeping that commitment.

**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: Inaugural meeting: Friday, September 11 from 9:30-noon
* ED 6-month check-in evaluation results and discussion—Bob do you want to lead this overview 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
* **ACWA Water Management Committee Meeting CalDesal update**

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

**Adjourn**