[](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

1. Call to Order by Vice-Chair Rosentrater at 11:06 a.m.

Wendy Ridderbusch, ED reports:

Chair Shaver asked for approval of the Executive Committee minutes from February 5, 2020 during the CalDesal Annual Conference and Executive Committee meeting held in Santa Barbara. There was a motion to approve the minutes by Phil Rosentrater, and a second by Rich Svindland. The committee voted unanimously by voice vote to approve the minutes.

**CalDesal Virtual Event Update**

Wendy informed the Executive Committee that the organization is moving ahead with a virtual event via Zoom webinar this Fall in order to capture sponsor revenue which would essentially just be floating by due to the postponement, then cancellation, of ACWA’s Spring Conference. The event will be online and include the traditional sponsors, and a short program, and an element of fun which will be desal bingo. Wendy also noted that they are ensuring there won’t be any overlap in programming with the CalDesal Annual Conference in February 2021. Because CalDesal is still working on improving its value proposition to keep existing members and recruit new members, the event will be free of charge for members and associates, with a small fee for non-members and non-associates who wish to participate. The event will require advance registration in order to receive an agenda, the event log-in link, and the desal bingo sheet. The event will be held on either Friday, October 2 from 3:00-4:00 p.m. or Friday, October 16 from 3:00-4:00 p.m. If one of these dates does not work, please contact Wendy before a decision is made in the first part of August.

**Membership recapture, retention and recruitment efforts**

Chair Shaver asked for a voice vote to formally approve formation of the Membership Chair and Committee. Paul Shoenberger moved, and Mark Donovan seconded the motion. The voice vote was unanimous to approve the committee. Bob reminded the Executive Committee of the selection of Chair and Committee members decided upon during the June Executive Committee meeting: Paul Shoenberger, Chair and committee members: Phil Rosentrater, Patrick Sheilds, Mark Donovan, and Gilad Cohen. Chair Shoenberger reminded the committee that the first meeting will be set for August and will include recruitment strategies, and an initial discussion to weigh possible changes to both 2021 Annual Conference registration fees and Annual Dues for members and associates.

Discussion ensued regarding the attached excel spreadsheet 2020-21 Annual Membership Dues Renewal. Rich Svindland from CalAm asked about two entries on the excel spreadsheet. The first was an indication that Poseidon had paid $2,500.00 and not the entire $5,000.00 yet. Rich confirmed that there was not a $2,500 level of membership and Wendy concurred that Poseidon had historically split their annual dues into two, separate checks but the second check had not yet been received. The second inquiry was regarding a mysterious “MFUG Union Bank” notation for $2,500.00. Neither Nathan nor Wendy were certain what that notation meant. Wendy reassured committee members that she would investigate with Natalie from CAMS and report back at the August meeting noting that Union Bank was not a member or associate of CalDesal.

Wendy shared that CalDesal had successfully recruited the Central Valley Salinity Coalition (CV Salts)

And Tim Hogan’s TWR Environmental Resources and Consulting at the Associate level.

She noted that recent/future meetings include: IEUA (Phil Rosentrater), Las Virgenes Municipal Water District (Paul Shoenberger), and Magna Imperio Systems.

**CalDesal Annual Budget**

The 2020-2021 Draft Budget document was attached for review before the vote to approve which will occur during the August Executive Committee meeting. Paul Shoenberger asked about the highlighted $85,000 Voluntary Contribution and noted that it should be somehow reflected as a “pass through” since it will be spent entirely on the Southwest Strategies outreach communications contract.

**Policy Committee Activity**

Wendy indicated that all the committees have an established, consistent schedule and are meeting regularly. She highlighted the work of the Regulatory Committee which is creating a CalDesal seawater myths and facts sheet as a response to the Coastkeepers and several other organizations who partnered to produce an “Ocean Day Fact Sheet” which misrepresents seawater desal. The subject matter experts on the Regulatory Committee went through the environmentalists’ piece and debunked and countered the many misconceptions that were listed. Wendy transcribed it into a rough cut that will head to the Outreach Communications Committee to polish and complete. Patrick Sheilds asked when the product would be completed and Wendy responded it would take approximately 6 weeks, moving from the Regulatory Committee over to the Outreach Communications Committee. This educational and advocacy piece will be featured on the website and used to hand out to legislators and their staff, etc.

**Communications and Social Media**

Wendy provided an attachment detailing the types of projects and work that have been accomplished with the Outreach Communications Contract with Southwest Strategies. Committee members asked if someone from Southwest Strategies or the Outreach Communications Committee could go into more detail about what has been done so far, and what else is on tap to be completed in 2020. Wendy agreed to have someone at the August meeting to go into more depth.

**Governance**

BOD Liability Insurance update. Nathan did submit for quotes on CalDesal liability insurance and Directors liability insurance and will bring them forward for the next meeting.

CalDesal Officers and Executive Committee 2021-22 Elections Nominating Committee volunteers were selected. Warren Teitz, Paul Shoenberger, Rich Svindland, Patrick Sheilds all volunteered to be a part of this committee with Bob Shaver serving as Chair to create the slate of Officers and Executive Committee members. Wendy will create a one-page application for folks that are interested in reupping on the Executive Committee or coming onto the Exec Comm and those that want to serve as one of the four officer roles.

Strategic Plan Update: Inaugural meeting will be held on Friday, September 11 from 9:30-noon. Rich noted that he had a previously scheduled Chamber meeting on that same day and time, Wendy assured Rich that she could take his thoughts and suggestions if he e-mailed them to her prior and weave them into the discussion.

Bob then led a brief discussion regarding the e-mailed ED 6-month check-in evaluation results with the committee. He noted that generally the committee seemed to be pleased with the direction that CalDesal was headed under Wendy’s leadership. He also reiterated that a formal one-year evaluation would take place in December and that this was a more informal temperature check.

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

Wendy mentioned that she had participated in several virtual networking and meetings including:

* 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

Patrick then asked about the status of the Women In Desal event which was originally scheduled as an in-person event in August 2020. Wendy responded that the first meeting had been postponed until November 2020 and that it would hopefully occur in person as that was the desire of those women who were organizing the event and those who hoped to attend the event.

Wendy asked the Executive Committee if they liked holding the Executive Committee meeting via Zoom. Bob weighed in that he liked using Zoom. Most of the committee members agreed with him and spoke up to express support of this concept for some future meetings. Carole suggested that CalDesal use Zoom for the Strategic Planning effort in September. Wendy responded that they would be using Zoom for that and to expect an e-mailed invitation from Nathan Carlson at CAMS.

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

**Chair Shaver adjourned the meeting at 7:55 a.m.**