

**CalDesal Executive Committee Meeting Agenda**

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

**Monday, June 15, 2020**

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

**Executive Committee Members present:**

Phil Rosentrater (Vice-Chair)

Mark Donovan (Secretary)

Warren Teitz (Treasurer)

Gilad Cohen

Jeremy Crutchfield

Carol Mahoney

Phil Paule

Makrom Shatila

Paul Shoenberger (alternate for Shawn Dewane)

Richard Svindland

Patrick Sheilds

**Executive Committee Members absent:**

Bob Shaver (Chair), Excused

Jeff Quimby, Excused

**Guests:** Nathan Carlson, California Advocates Management and Wendy Ridderbusch, Executive Director

1. Call to Order by Vice-Chair Phil Rosentrater, Salton Sea Authority
2. Wendy Ridderbusch, ED reports:

**ACWA Summer Conference Alternative Sponsorship Opportunity Possibilities**

* Investigating virtual programs and happy hours: WateReuse CA 6/24, Water Resources Research Center at University of Arizona 6/18 for a possible sponsored virtual standalone program this fall
* ACWA sponsorship opportunity for live music program during summer conference entertainment was rejected, too far afield not enough nexus. Was also turned down by large engineering firm sponsors

**Membership recapture, retention and recruitment efforts**

* Annual Dues Renewal retention effort timeline: Letter w/hard copy and initial e-mail invoice, follow-up e-mail, then ED phone call by July 27. The organizations
* Recruited Miller Marine Science and Consulting (Eric Miller) -- Associate level
* DRAFT Membership Plan document presentation and discussion. The Executive Committee agreed that they supported the concept of forming a Membership Committee. Paul Shoenberger stepped up to lead the committee. Vice-Chair Rosentrater asked for other volunteers. Mark Donovan, Patrick Sheilds, Gilad Cohen, and Phil Rosentrater agreed to serve on the Membership Committee as well.
* Former CalDesal Members and Associates list, Excel spreadsheet Recruitment grid, and Membership Committee. Wendy referenced these documents. She pointed out that while CalDesal had been able to attract and recruit new members and associates in the past, we were unable to hang onto all of them. One other part of the list of former members jumped out at her – the fact that many of the names on the list were also on the list of suggested targets created in February from Executive Committee suggestions. That was an illustration of the need for an excel spreadsheet that lists every current target and the stage that the contact is in so everyone is on the same page and the organization is being transparent.

Policy Committee Activity

* Governor’s Water Resilience Portfolio (final version) release is scheduled for this next month of so. As you may recall, the draft was circulated at the beginning of the year
* State Legislative, Regulatory, Outreach Communications, Innovative Technology, and Conference Planning Committee meetings highlights

Communications and Social Media

* Southwest Strategies (SWS) is continuing to work with CalDesal on the Outreach Communications Contract. In addition to refreshing the decade old logo, SWS is also drafting a key policy message document and setting up a wireframe structure for our new website. CalDesal will be working with them into the winter and next will be focusing on external messaging.

Governance

* BOD Liability Insurance update. We have received two quotes for Board of Directors Liability. We have been unable to receive quotes for general liability for the Association. Nathan from CAMS is working on this. He is pursuing a few others and we will report back at the July meeting.
* CalDesal Officers and Executive Committee Elections Nominating Committee for 2021-2022. Shawn Dewane and Paul Kelley led the Nominating Committee in 2018 for the elections which were held in December 2018. Bob Shaver and Wendy will be partnering on forming the Nominating Committee and working with four other individuals from the Executive Committee who are not planning to run for an Officer position to serve on the Nominating Committee to create the slate. Wendy asked the Executive Committee members to think about whether they would like to return. Bob Shaver will ask for volunteers at the July meeting for the Nominating Committee.
* Strategic Planning Effort update. Wendy reminded the Executive Committee that the organization needed to pick up where it left off in February. CalDesal needs to create a Strategic Action Plan that will provide a clear path to move our desalination organization ahead in California. Wendy envisioned a 2-3 hour meeting in September via the Zoom video platform. An e-mail will be sent out asking for best dates/times for this purpose in September. Paul Shoenberger stated that he felt strategic planning is best done in person and asked if we would be holding this specific in person. Both Carol Mahoney and Rich Svindland communicated concerns that their folks had along with a no travel policy for meetings in person. Wendy responded that by utilizing the Zoom platform, it would allow those that could not attend in person to participate. She said she would research some physical locations so that those who want to participate in person would have the option to do so too.
* ED 6-month check-in evaluation, annual performance evaluation. Bob and Wendy talked about doing both a 6-month informal check-in and a more formal one-year evaluation. An e-mail will be sent to the Executive Committee by the end of the month with a short set of questions about the job that the Executive Director is performing. The answers will be sent back to Bob Shaver so that he can compile and then meet with Wendy and share those insights from the Executive Committee to continue the increased communication and help improve performance.

ED Activity: Invitations, Requests, Meetings

* CalDesal has approached the national WateReuse Conference to participate as a panelist/program for their virtual conference this fall.
* Virtual Networking: Southern California Water Coalition, Urban Water Institute, Water Agencies of County of Orange (WACO)

Executive Committee Meeting: **Wednesday, July 29, 2020 from 7:00-8:00 a.m.**

**Vice-Chair Rosentrater adjourned the meeting at 11:54 a.m.**