

**CalDesal Executive Committee Meeting Agenda**

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

**Monday, May 18, 2020**

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

**Executive Committee Members present:**

Bob Shaver (Chair)

Phil Rosentrater (Vice-Chair)

Mark Donovan (Secretary)

Warren Teitz (Treasurer)

Gilad Cohen

Jeremy Crutchfield

Carol Mahoney

Jeff Quimby

Paul Shoenberger (alternate for Shawn Dewane)

Richard Svindland

Makron Shantila

Patrick Sheilds

**Executive Committee Members absent:**

Phil Paule

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

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

**ACWA Spring Conference now *Virtual* Summer Conference**

* **CalDesal BOD mtg. 7:00 a.m. & Mixer 5:30-7:00 p.m. on Wednesday, 7/29** – The Committee during a previous monthly meeting decided to set aside the morning of Wednesday, July 29th for the Board Meeting which under normal circumstances would have already occurred in May during the ACWA Spring Conference which has been delayed. The Executive Committee during this May 18 meeting decided to leave the time for the BOD meeting on July 29th to the normal 7:00 a.m. start time. Wendy let the members know that she would be sending out e-mail invites to attend the virtual board meeting on the Zoom platform in June for the July meeting.
* **Investigated other meeting platforms**. While there are advantages to some other ones, the most universally used is Zoom. Discussion, again at the last meeting, revolved around possible security concerns with Zoom. The newest version that has security features will be rolled out by July. The committee also discussed that Zoom is the least intrusive of the platforms and enables operation of the Board meeting without the threat of glitches, users unfamiliar with other platforms, etc. Those that do not have the Zoom app downloaded yet should go to the app store and do so in preparation for the July meeting. Carol Mahoney shared information on a mixer that she attended virtually and suggested that we work with ACWA to see what opportunities are available.
* **Discussion with ACWA re: CalDesal Mixer:** ACWA is going to move their conference online. Don’t know exactly what that looks like now, not certain that other do either, including ACWA! They have not decided to stay with the July date yet. We will stay apprised of the changes that they will be implementing to see if there is an opportunity that makes sense for CalDesal to play a role. Wendy pledged to communicate changes to the board on an ongoing basis.
* **Investigating virtual “happy hours” and “cocktail parties”:** WateReuse is attaching one to their conference which is now virtual and occurring in June. Wendy plans to sign up to experience it and again see if there could be a benefit to assess whether it would be worthwhile to create and participate in a CalDesal virtual mixer.
* **Sponsorships:** CalDesal raised approximately $7,500 in funding from sponsors last spring and then promptly spent about $7,500 on cocktails and appetizers at the ACWA Conference. So, the organization won’t be losing money if we don’t hold a virtual mixer, but what would the downside be if we attempted one in this unusual pandemic side-effect space? The Committee generally expressed the opinion that ’d while not opposing this, they would prefer that the other priorities be focused on like membership and implementing the outreach communications effort. Wendy will report back once she virtually attends WateReuse as well as has follow-up conversations and spends limited time researches options.

**Membership recapture, retention and recruitment efforts**

* **DRAFT Membership Plan document** presentation and discussion: Wendy wanted to get a DRAFT document to the committee to have a general discussion of whether or not the committee is in agreement of the direction that the organization will be headed on the membership front. After the introduction, it was pointed out that the membership plan draft document had not been originally attached to the agenda along with the five other documents when it was sent out. Wendy apologized for the oversight and promptly e-mailed it to the committee members right then. She expressed her desire for feedback in order to assemble a final membership plan containing input from the committee that could be voted on and adopted at the next Executive Committee meeting. The committee members agreed that they would read, review, and be prepared during the June Executive Committee meeting to weigh in so that the document could be voted on and work could begin implementing the plan. Gilad Cohen urged the committee to focus on what we would be providing members as a benefit of joining, focusing on what we have/can tangibly provide.
* **Overall Strategy** -- Wendy expressed her thought that taking a step back, she realized that I could have presented this with an overall $ dollar amount goal, as opposed to solely expressing the growth in member and associate numbers. If she took the next step from 60 plus members and 30 plus associates and translate that into a dollar amount that is almost $400,000. And if the other suggestions for revenue generation are folded in including member and associate dues adjustments and annual conference registration fees that were discussed in the draft plan, that would be about $500,000. Maybe a better way to present the philosophy behind the membership plan would be to say in the big picture that CalDesal could and should be a $500.000 dollar per year membership organization. In rough terms, that would pay for a contract legislative and regulatory lobbyist, an ongoing communications contract, as well as continuing some type of administrative contract and Executive Director contract. These positions would be, and continue to be, of service to communicating and influencing by messaging and assisting current and future desal projects of members and associates. Paul Shoenberger said he agreed with the general 100,000-foot level approach with respect to the draft membership plan as Wendy explained it during the meeting and commented that he thought the high-level overview should be a part of the introduction piece of the plan. The committee agreed to revisit this draft plan at the next meeting in more detail. Patrick Sheilds broached the question about whether there were concerns about whether members and associates would renew due to the recent coronavirus financial drain on water agencies and companies. Wendy responded that yes, Covid-19 would be a factor but that membership organizations always have issues that crop up which could impact recruitment and retention so she wanted to move forward along with the Executive Committee to try and maintain and increase membership. Phil Rosentrater agreed and urged inclusion of groundwater sustainability agencies in the recruitment process for CalDesal.

**Policy Committee Activity**

* State Legislative, Regulatory, Outreach Communications, and Conference Planning Committee meetings.
* After a two-month recess, the state legislature returned on May 4th with very truncated hearings with limited bills focusing mainly on Covid-19 economic fallout. The original concept of a climate change resiliency bond has been scrapped by the Administration because of the state budget red ink. They may decide to pivot and instead put forth an Economic Recovery bond. We will try and push desal as a piece of a larger infrastructure bond if that ends up being a portion of the Recovery bond. Too early to tell but we will be engaging in any effort which could secure more $$$ for desal and salinity management.
* There is finally action on the regulatory front with CalAm’s project – Monterey One Water Board declined to certify a supplemental EIR for the Pure Water Monterey expansion proposal. SWRCB’s Director Eileen Sobeck called for the Coastal Commission to issue a final decision on the desal project application. Tom Luster confirmed that the project is expected to be considered by the full commission at the August 12-14 meeting which will be held entirely online.
* Huntington Beach – Daylong workshop was held on Friday, May 15. A vote on is expected at the July 31 Santa Ana Regional Water Quality Control Board hearing.
* Outreach Communications is continuing to assist us with vetting and contributing to the products that we are receiving from SWest Strategies. An example of that is the draft CalDesal logo refresh that was attached to this agenda. Another example of the organization engaging from the ground up is that the Social Media Subcommittee is working to help shape the Social Media Strategy Overview through the Outreach Communications Committee.

**Communications and Social Media**

* **Voluntary Contribution for Professional Communications Contract Progress Update** – We received $85,000 in contributions
* Kick-off call with Wendy Ridderbusch and Stacy Taylor, Chair of the Outreach Communications Committee
* Coordination of CalDesal assets for communications audit
* Review of existing CalDesal communications materials, website and social media
* Development and revisions to key messages: put together key messages document
* Preparation of recommendations for logo/brand refresh
* Development of logo concepts and revisions
* Refinements to preferred logo concept
* Development of design guidelines document
* Initial preparation of website framework, information architecture and site map
* Coordination of website and social media back-end credentials
* Preparation for and participation in team calls with CalDesal

**Governance**

* **BOD Liability Insurance update** – Nathan has submitted information for bids from two different companies, plan to have that information to present during our June meeting.
* **CalDesal Officer Elections Timeline and Process document status –** This is now completed. Wendy will be sending it along with the agenda for the meeting on June 15th.
* **Strategic Planning Effort status** – Bob Shaver and Wendy are going to talk offline and see if we can put together a timeline to move this effort forward in 2020 which has been sidelined due to Covid-19 and other work priorities like member retention and the membership plan.

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

* Women In Desal kick-off August 19th
* Draft letter was attached to the agenda. May have to be moved to the fall when larger gatherings are allowed.

Next Executive Committee Meeting: **Monday, June 15, 2020 from 11:00-noon**

**Chair Shaver adjourned the meeting at 11:52 a.m.**