

**CalDesal Executive Committee Meeting Notes**

**Monday, February 22, 2021**

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

**Zoom**

**Executive Committee Members present:**

Gilad Cohen, IDE Americas

Ian Crooks, California American Water

Jeremy Crutchfield, San Diego County Water Authority (Treasurer)

Marice DePasquale, Mesa Water District (Vice-Chair)

Mark Donovan, GHD (Chair)

Bill Green, South Coast Water District

Jessica Jones, Poseidon Water (Secretary)

Jeff Quimby, Contra Costa Water District

Makrom Shatila, Michael Baker International

Bob Shaver, Alameda County Water District (Immediate Past Chair)

Warren Teitz, Metropolitan Water District of Southern California

**Executive Committee Members absent:**

Phil Paule, Eastern Municipal Water District

Patrick Sheilds, West Basin Municipal Water District

**Guests:**

Joe Monaco, Dudek, Chair of the Annual Conference Planning Committee

Wendy Ridderbusch, CalDesal Executive Director

**Agenda**

1. Call to Order by **Chair Mark Donovan**, GHD at 11:04 a.m.
2. Wendy Ridderbusch, ED reports:

**Events**

**Invitation to Innovate webinar**

Mark who is the Chair of the Technology Innovation Committee who created the concept of this event. The Zoom webinar will be held on Friday, March 26 4:00-5:30 p.m. It will be another event, similar to the October 2020 Virtual Townhall, that will be no cost to members and associates with a nominal Non-member fee of $50. Mark explained that the concept is to be interactive and to start fostering better collaboration between municipal agency end users and industry. Technology providers are looking for places and opportunities to pilot test technology new products. We could help facilitate and link them up to those entities that are open to that. We want to start a dialog to foster better collaboration that may lead to more industry folks wanting to be a part of CalDesal.

**Virtual Annual Conference Debrief**

The Executive Committee had a conversation with Annual Conference Planning Committee Chair Joe Monaco. He thanked his entire committee who had to pivot to an online platform in lieu of meeting in person. He thought the change in direction to a more varied array of program. Wendy reminded the Executive Committee that the registration fee was $250 and the price was not reduced because it was held online. That strategic decision paid off as there were 98 people registered at the $250.00 registration fee and that equaled $22,000. The total revenue budgeted for 2021 from this conference was $20,000 so generated more than the budgeted total.

Mark shared that he had received comments back from attendees who loved the conference and the only criticism was that they missed being able to see folks during the programs on the Zoom webinar. Marice weighed in and suggested that in the future we try and obtain more freebies so if for example we are bringing in over 100 people who are all renting hotel rooms our staff rooms should be free of charge.

Bob chimed in that several of the Directors in his agency really liked the Congressman Levin presentation and that an elected was engaged with CalDesal. Bill mentioned that Congressman Levin was very complimentary of the proposed Doheny desal facility and they were happy about that! Warren received some feedback from new staff within his agency who attended that a layman’s overview, especially for the technology innovation panel, would be appreciated. Gilad concurred with the desire to see the other attendees during the conference. Mak would also like to see the attendees in a breakout room to enable networking.

**Sponsorship improvement program**

Wendy discussed her desire to hire a consultant to review and make recommendations to our current sponsorship program to better meet the needs of, and encourage the participation of, additional sponsors to CalDesal. Wendy has worked previously with Paula Currie, PC Events, when she as the Director of Meetings and Membership at the Association of California Water Agencies (ACWA).

Bill, Marice, and Warren all agreed that we should investigate the sponsorship possibilities. Jeff also contributed that he felt the hourly rate for the contract was reasonable. Warren requested that Paula present her recommendations to the Executive Committee once she has completed her review and Wendy agreed to do that. Bill asked if CalDesal has thought about being a sponsor at other conferences like ACEC where many consultants hang out? Wendy responded that CalDesal does not have that funding in the budget presently, but this is a goal for the future.

**Membership**

Wendy shared that Valley Water District (formerly known as Santa Clara Valley Water District) $5,000 member returned to voting membership after dropping out over a year ago.

**Communications**

The new website launched on the Webflow platform. There is a Webflow Training Transition from Southwest Strategies to CAMS/Ridderbusch scheduled for next week. Shortly thereafter, the Members’ Only login/password information will be e-mailed to members and associates.

Wendy attached a 2021 CalDesal Calendar to this month’s agenda so that Executive Committee members would all have their own calendars to refer to.

**Collaboration**

National WateReuse conference CUWA program: Facing Challenges to Maximizing Water Reuse and CalDesal is serving as a panelist on this program. National WateReuse is seen by desal folks in several states. The program will be pre-recorded in February to air in March.

CalDesal has also been invited to participate on a National WateReuse June Desalination webinar program. Chair Mark Donovan and Wendy will appear and synthesize the innovative technology panel presented at the CalDesal Virtual Annual Conference to this new audience early this summer. Finally, CalDesal partnered with **the** American Membrane Technology Association, ACWA, and the Water Desalination Report advertising for CalDesal Annual Conference.

**Governance**

Wendy reviewed the 2021-22 Strategic Plan (attached) with the Executive Committee since not all the members were on the Executive Committee when it was created and adopted in 2020. She talked about the five main issue categories: financial stability, membership growth, outreach communications, policy impact, accountable governance. This document sets the parameters around the items that the organization is going to spend its time, energy, and money on implementing.

**ED activity:**

Wendy recounted the virtual events that she attended:

* ACWA State Legislative Committee Meeting January 22, 2021
* California Municipal Utility Association (CMUA) Lobby Days January 25 and 26, 202
* California Association of Sanitation Agencies (CASA) Conference January 27 and 28, 2021
* ACWA Monday Morning Lobby Group Meeting February 1, 2021
* Urban Water Institute Virtual Water Conference February 17 and 18, 2021
* ACWA State Legislative Committee Meeting February 19, 2021

Next Executive Committee Meeting: is **Monday, March 15, 2021 via Zoom**

**Adjourn**

**Chair Donovan adjourned the meeting at 11:47 a.m.**