

**Minutes of WGWA Board Meeting held April 22, 2009**

**Start time:** 5:30 pm

**Location:** Delafield Brew Haus

**Attendees:** Lee Trotta, Paula Richardson, Jim Drought, Aaron Schneider, Troy Thompson, Becky Caudill, Corey Pagels, Andrew Solberg, Lori Huntoon, Heidi Wolfe, Mike Raimonde, Wayne Hutchinson

**Previous Meeting Minutes:** not addressed.

**Board Vacancies:** Lori Huntoon has accepted a position on the board.

**The Treasurer's Report:** Becky indicated that we have approximately \$5,300 in a Certificate of Deposit (CD) and approximately \$7,000 in our checking account. Becky will be sending out an email notification to unpaid members and she expects to receive an additional \$500 from membership renewals. Becky also indicated that the CD is up for renewal in approximately 3 months and asked whether we should renew or if there were any events, expenses, etc. that we would like to take the money out to pay for. Becky also readdressed the possibility of offering lifetime membership to major contributors of WGWA. She questioned what criteria should be considered as to who would be considered.

**Enhanced Visibility:** Jim suggested that we consider hiring a professional (marketing) firm to assist in redeveloping/improving WGWA's visibility (i.e. newsletter and website improvements, utilizing other social media, etc.). Becky suggested forming a group on LinkedIn™. It was agreed that could serve as a good vehicle to bring people to the WGWA website/future memberships. Lee and Wayne offered to assist Troy with newsletter content and also looking into a professional firm to help with the newsletter, website, etc. Lee will contact Professional Events Consulting in order to put them in contact with Wayne Hutchinson, who will coordinate our newsletter improvement project. Paula added that she suspects that some members don't take the time to open the newsletter in it's current pdf format and that it might be beneficial to change the newsletter to HTML format. Paula will contact Joan Viney to see if that is possible.

**Fall Field Trip:** Several board members expressed interest in having the fall field trip focus on Waukesha County and surrounding areas. Possible stops could include a tour of the Advanced Water Systems plant, a Waukesha waste water recycling station, Grant Park, and the Kettle Moraine. It was agreed that a one day field trip would likely garner a higher attendance. Heidi expressed interest in assisting with the field trip planning.

**2010 Annual Meeting** – location is TBD but many expressed interest in having it in SE Wisconsin. Mike suggested that a standardized schedule be developed for the annual meeting (i.e. alternate between 3 and 4 cities/venues and be held on approximately the same date every year). It was decided that the conference will not coincide with the AWRA conference. The Wisconsin Dells was mentioned as a possible location since past meetings have had decent turnout. It would provide more of a central locality. Paula indicated that our student mentoring was well received in 2008 and should be developed further for future events. Because WGWA is primarily driven by industry/consulting professionals, a WGWA mentoring program could be very beneficial for students interested in entering the field.

**SE Regional Meeting:** is being planned by Aaron around an NR700 talk has been pushed back from late April to sometime in May. Aaron needs to contact Mark about a schedule. Jim indicated that Daniel Feinstein and John Jansen are interested in giving a talk on the southeastern WI groundwater study. Jim indicated that late May or September might work for that.



**WGWA Banner** – Becky indicated that there has been an interest for a WGWA banner that can be posted at conferences, professional events, etc. and requested ideas. A vinyl, roll-up banner was suggested. Becky will look into prices and options for a banner.

**Next Board Meeting:** TBD

**Adjourned** 7:10pm