

Notes of June 23, 2011 Board Meeting

Held 6:30 PM-8:30 PM at Hi-Way Harry's Highway 26 at Highway 94

Meeting Attendees: Jim Bannantine, Paula Richardson, Kallina Dunkle, Betty Socha, Steve Sellwood, Laura Payne.

Agenda included:

1. Welcome Betty Socha as new Secretary and assignment of responsibilities.

Betty will call Becky Caudill, who was unable to attend the meeting, to talk about responsibilities that she can assume from Becky. Heidi Woeful will take Membership responsibilities. Steve Sellwood, Southern Area Coordinator for WGWA, was also welcomed as a first time attendee at a Board Meeting.

2. Financial status

Becky provided a 2nd Quarter Treasurer's report to Jim via email.

CASH – The Board discussed cash-flow. We have \$5,100 in ready cash.

MEMBERSHIP – Were at 90% paid membership, with 164 members and 105 non-members contacts. This is very good compared to previous years. Unpaid members will become non-member contacts and will not receive the newsletter or member discounts.

Milwaukee Water Council Membership – The Council is focused on Milwaukee and water as an economic industry. Question if WGWA should continue membership. We could ask for a reduced membership fee (general agreement that \$200 or \$250 would be potentially reasonable). Agreed that we should look at the Council's web site and determine if membership is appropriate. We will ask Aaron Schneider to find out how many links ran through their web site to ours as a gauge of whether this was a valuable resource for us.

3. Updates on July (August) Luncheon Seminar

Rob Montgomery will speak at the luncheon. Olbrich Garden's Atrium room might be too bright for a Power Point presentation, also some possible issues with distractions from concurrent activities. East Side Club room is much larger (too large?), but could be a little more presentation-friendly than the Olbrich Gardens Atrium. Decided to revise the date of luncheon to early August and book the East Side Club. Paula will check with Anna Dahle to reschedule with Rob.

4. Update on Fall field trip

The trip will focus on the Madison area. Tentatively planned stops include the UW-Geology Museum, the Wisconsin Geological & Natural History Survey core repository in Mt. Horeb, 9 Springs, and outcrops in route to the other stops. Paula suggested adding a brewery stop and possibly getting the brewery as a sponsor; also suggested a stop at the State Capital to view the building stones.

5. Communication issues (e-mail) we do not appear to be getting through to all of our members.

There are continuing problems with email not getting to all members. Not sure why the problem exists when the web administrator issues the email and there's not a problem when Paula or Becky send emails to the members. It was agreed that we should look further into having a the web site work done on a volunteer basis, thereby saving the association the cost of paying for this service (currently \$2,000/year). Paula will send

a note to members asking for a volunteer to do the web page. We also discussed social network sites. WGWA is on Linked In. Many businesses are on Facebook. However WGWA is not a very fast paced organization and it would need to keep the site active to make it worthwhile. It was agreed to focus on the web site for now, but check into how many hits WGWA is getting on Linked In.

6. Postings to web site, water related materials from State Representative in Taylor County

Concern is that the materials might not be up to date or accurate. Decided that a link is a better approach so that the Taylor County rep is responsible for content and not WGWA.

Steve also suggested that there are a lot of very useful water papers on the WDNR web site and links to some of the most important ones would be helpful to the general public.

7. More preliminary discussions regarding Annual Meeting next year

The meeting will be in Pewaukee again. Paula and Jim Drought met with Dan Feinstein to discuss structuring the meeting as a tribute to Doug Cherkauer and Mary Anderson. Dan is going to check into their reception of the idea. Jim suggested we should start looking for a top-notch speaker, like a Darcy speaker, now, because their calendars fill far in advance. Should also start recruiting sponsors early, and form a sponsorship committee for contacting drilling companies, laboratories, etc. starting now.

8. Any other topics of interest.

At Large Board Member - The three-year board terms are set so that we will need to replace a board member each year. Keep in mind possible candidates for the open position.