

CALIFORNIA UTILITY EXECUTIVE MANAGEMENT ASSOCIATION



MINUTES
BOARD OF DIRECTORS MEETING
April 19, 2017 – 10:00 a.m.
Cucamonga Valley Water District
10440 Ashford Street, Rancho Cucamonga, CA
Meeting Location: Operations Conference Room

CALL TO ORDER BY PRESIDENT – Tom Coleman

ROLL CALL OF DIRECTORS

Public Agency Representatives

President Tom Coleman
Vice President Piret Harmon - *Phone Conference Participation*
Director Andy Sells
Director Martin Zvirbulis
Director Greg Galindo
Director Brian Macy

Corporate Representatives

Secretary Treasurer Michael Busch
Director Erin La Combe Gilhuly
Director Scott Pieratt

ABSENT:

Public Agency Representatives

Director Rick Gilmore
Director Grant Davis

Corporate Representatives:

Director W. David Byrum

OTHERS PRESENT:

Executive Director Ken Deck
Rose Perea, Staff Assistant

TAB 1 CONSENT CALENDAR

1.1

Approval of February 22, 2017 Minutes

Upon motion by Director Sells, seconded by Director Zvirbulis, and unanimously carried, the Minutes were approved as presented.

TAB2 CORPORATE MATTERS

2.1

Assignments Follow-up from February 22, 2017 Board Meeting - Director Erin LaCombe Gilhuly

Director Ken Deck

- **Transfer Bookkeeping from Platinum to Michael after tax season**

Not transferred until CUEMA is certain that Director Busch's CPA will be handling the bookkeeping. Director Busch recommends that the bookkeeping service needs to be enhanced and needs to be "in house" for better control.

Director Busch to contact Cindy Byerrum by April 28, 2017 to transition bookkeeping

- **CUEMA sponsorships – Coordinate with Scott for Golf**

Sponsorships are covered below.

Golf Sponsorships:

- Director Pieratt provided an estimated golf income and expense summary.
- Provided a flyer which sets forth the sponsorship levels and **what** each sponsorship includes
- Sponsor signs from last year can be re-used; need new CUEMA signs
- Prizes breakdown was provided; working on "Hole-in-One" car prize
- Needs updated e-mail list for sponsors and players (will work with Director Deck)

- **RegOnLine not working**

- Trouble registering as a "renewal". If it is a "new" registration it works.
 - Once the website transitions to CV Strategies, they will work with Director Deck and troubleshoot

- **Move Website from Ryder to CV**

- Erin can manipulate pictures – needs back-end control
- **Ken to contact Ryder regarding the transition to CV Strategies by April 21, 2017**

Director Michael Busch

- **Draft a list of sponsors to call**

- Piret has provided a list which he has modified
 - Needs to update sponsorship tracking list
 - **All Directors** to go through sponsorship list and place their name next to who they will contact; return list to Michael by **April 21, 2017** so that he can consolidate (He e-mailed list to all Directors during meeting)
 - Michael will contact everyone else
- He will solicit from financial institutions -- \$3,000 very "do-able".
- \$5,000 sponsors would like to play golf and attend the conference as well as sponsor a social event – recognition at a dinner
- \$5,000 – foursome, 2 registrations, recognition at one of the receptions
- Will work with Erin to create collateral to go out with the solicitations
 - **Erin will have a packet to send out to everyone by May 1, 2017**

Director Erin LaCombe Gilhuly

- **CV will re-vamp website – to be completed by April 28, 2017**
 - Will clean up all numbers and amounts.
 - Approved materials will be placed on website
- **Membership Messaging on Value of Membership**
 - Circulated a press release for review
 - Needs commitment from all Directors – will be more powerful with words on the website
 - Would like new bios on all Board members by **April 24, 2017**
- **Create “Save the Date” Flyer**
 - Will be placed on website with updated sponsor levels by **April 24, 2017**
- **Membership Application**
 - To include: “First Year Individual Utility Industry Membership \$100.00 through the end of 2017” which will allow them to register for conference at membership rate \$475.00
 - \$600 membership fee includes membership through 2018
- **CV to change mailing address to 3021 Fullerton Road, Rowland Heights, CA 91748 on all collateral and on website. Remove the Placentia Post Office Box ASAP**

SUMMIT

First year 2018 membership included with registration

Fees for Golf \$215

Golf on Wednesday, September 6, 2017

- Reception Wednesday, 9/6/17 evening after golf
- CUEMA reception and dinner Thursday, 9/7/17 evening

Michael Bush “Title Sponsor” \$5,000

CV to prepare letter and sponsor application – include Golf information; include Video information for sponsors

- Check correct name for resort “**Omni La Costa Resort and Spa (Carlsbad)**” ?

Michael Busch to donate wine –

- **Ken** have CUEMA logo place on bottle (Ask Dave Byrum)
- **Scott** have La Costa set aside sets of clubs for renting

Get “Title Sponsor” name to Scott ASAP so that he can include the name on all collateral

Thursday Sept. 7 Sessions:

8:30-12:00 Hiring for Success

Marty will check availability of speaker and cost

1:00-3:00 Managing Board Politics

Instead of a panel, consider “plants” in the audience – NEED TO FIND A FACILITATOR

Friday, September 8 Sessions:

_____ Personal Strategic Plan/Personal Coaching

Who to Facilitate?

2.4

Mini Summits

Work on this after the September Conference – first week in November

- Director Sells offered ACWA/JPIA in Sacramento
Cost: member \$50.00; non-member \$75.00
Secure a sponsor for \$2,000

Market at September summit – CV to prepare collateral/ handout

- CV to prepare a flyer “Come Learn About CUEMA”
 - Rowland can host and provide lunch

OTHER BUSINESS

Directors’ Comments

After Discussion a motion was made by Director Zvirbulis, seconded by Director Galindo to vacate Director Grant Davis’ seat. The motion was unanimously carried.

Future Agenda Items

- Strategies to Promote CUEMA

Next Meeting Place, Date and Time

May 17, 2017 Conference Call at 3:30 p.m. – ALL Directors

Rose to e-mail Invite with Conference Call Number: (866) 507-5529/Passcode: 48767267

The meeting was adjourned at 1:25 p.m.

Attest:  _____
MICHAEL BUSCH
Board Secretary