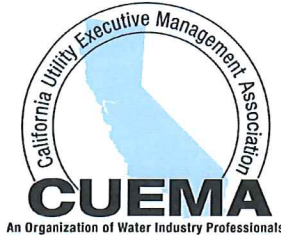


CALIFORNIA UTILITY EXECUTIVE MANAGEMENT ASSOCIATION



MINUTES
BOARD OF DIRECTORS MEETING
Strategic Planning Workshop
February 22, 2017 – 12:00 p.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 Rick Gilmore

Director Martin Zvirbulis

Director Greg Galindo

Director Brian Macy

Director Grant Davis - *Phone Conference Participation*

Corporate Representatives

Secretary Treasurer Michael Busch

Director Erin La Combe Gilhuly

ABSENT:

Corporate Representatives:

Director W. David Byrum

Director Scott Pieratt

OTHERS PRESENT:

Executive Director Ken Deck

Rose Perea, Staff Assistant

Board of Directors – Meeting Agenda

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Organizational Focus & Direction:

Vision:

Goals (need consistency) --

- One-conference association?
- Regional Chairs to address regional issues
- Longer term commitment by Board of Directors
 - Accountability by Board
- Financial commitment – consistent source
- Value for your money

What we aren't:

- GM centric
- Association for electeds

What are we trying to be/do?

- Leadership Development/Mentoring
- Sharing Ideas and Situations
- Staff Only – Target Management Teams

How is CUEMA Different from Others?

- Programs/Support for more levels of leadership
- Leadership GM Roundtable
- Niche Resource
- Good Communicators to Industry
- Utility Leadership
- Promotes excellence in leadership within the water industry
- Facilitates professional growth in the water industry
- As a resource for water leaders – CUEMA promotes and facilitates excellence in professional growth and leadership in the water industry

Resources:

- Annual leadership summit
- GM/leadership roundtables
 - Topical discussion
 - Processing issues
 - Regionally relevant case studies
 - Social mixers/networking

Board of Directors – Meeting Agenda

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- Website
 - Resources directory
 - Job seeking information
 - Mentor/mentee opportunities
- Leadership Training opportunities

FOLLOW-UP:

Ken:

- Transfer bookkeeping from Platinum to Michael after tax season
- CUEMA sponsorships – Coordinate with Scott for Golf
- RegOnline not working – Ken to trouble shoot
- Move website from Ryder to CV

Michael:

- Draft a list of sponsors he will call (**Piret** will send out sponsorship list 2012-16)
- Update sponsorship amounts and send out to Board

Erin:

- CV will re-vamp website
 - Membership Fee – type and amounts need to be updated
 - CV will create membership/sponsorship flyers
- Membership Messaging: Value of membership – what do you get?
- Prepare short newsletter with status update
- Create “Save the Date” flyer for September conference

SUMMIT:

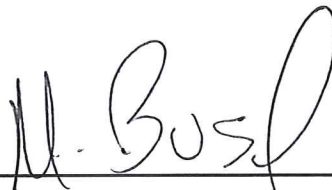
- Will be held at La Costa Resort and Spa, Carlsbad, CA
 - Golf September 6, 2017
 - Conference September 7-8, 2017
- Create committees
- Discuss including membership with registration for conference

Next Meeting:

April 19, 2017, 10:00 a.m. to 12:00 p.m. at Cucamonga Valley Water District

The meeting was adjourned at 4:20 p.m.

Attest:



MICHAEL BUSCH
Board Secretary