

# CALIFORNIA UTILITY EXECUTIVE MANAGEMENT ASSOCIATION

## MINUTES



### BOARD OF DIRECTORS MEETING

October 23, 2018 8:00 am

Cucamonga Valley Water District

10400 Ashford Street

Rancho Cucamonga, CA 91729

Conference Call in: (866) 507-5529 Pass Code: 48767267

**CALL TO ORDER BY PRESIDENT – Tom Coleman**

#### **ROLL CALL OF DIRECTORS:**

##### *Public Agency Representatives*

**President Tom Coleman**

**Vice President Piret Harmon**

**Director Andy Sells**

**Director Tammy Rudock**

**Director Rick Gilmore,**

**Director Brian Macy**

**Director Greg Galindo**

##### *Corporate Representatives*

**Treasurer Michael Busch**

**Director Michael Samuel**

**Director Erin La Combe Gilhuly**

##### **Others Present:**

**Executive Director Ken Deck**

**Rose Perea, Staff Assistant**

##### **Absent:**

**Director Scott Pieratt, Corporate Representative**

**Director David Byrum, Corporate Representative**

**Director Martin Zvirbulis, Public Agency Representative**

## TAB 1 CONSENT CALENDAR

### 1.1

#### Approval of September 6, 2018 Minutes

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

## TAB 2

### Strategic Planning Session

#### 2.1

#### Membership

- **Strategic Alliances (ACWA JPIA Leadership Program)**

The Board discussed a possible synergy and collaboration between CUEMA and the ACWA/JPIA Leadership Development Program. Further discussion and decision on the course of action was tabled for the next Board meeting following a discussion regarding the Board structure. Director Harmon made a motion directing President, Tom Coleman, to contact Director Pieratt regarding his recent business actions that raised concerns among members of the Board which could potentially cause his removal from the Board. Director Gilmore seconded the motion. The motion was unanimously carried.

- **Value Proposal**

- **Existing Benefits: Summit, Mini summits, Members' Website**

*What works, what needs tweaking?*

- **Summit:** There were approximately 65 attendees at 2018 Summit and it is expected that CUEMA will break even on this event.  
Potential Change: Consideration of a facilitator at the Friday breakfast to lead an open discussion on leadership topics.
- **Mini Summits:** Usually end up in the red – which is expected.  
Discussion followed by members of the Board on the number of Mini Summits to hold during the year and the locations. Personal solicitation to market the Mini Summits is essential.
  - Director Busch volunteered to schedule as many CalPERS presentations regarding Unfunded Net Pension Liability at Mini Summits as needed depending on the interest, consider marketing this to cities. Director Busch to provide date availability. Director Busch agreed to provide the Mini Summits at no charge to the Association.
    - Board to consider Mid-January, February and March -- venues to be determined.
    - Fee for these Mini Summits: Members \$40.00; non-members \$75.00.
  - President Coleman offered to hold a Mini Summit on this subject in the Rowland Heights area in January 2019.
  - Consider a Mini Summit in the Banning/Beaumont area – Director Samuel offered to sponsor lunch for a possible March event.
  - Director Busch to work with CV Strategies on promoting the Unfunded Net Pension Liability Mini Summits highlighting the leadership view.
  - Develop a template for Board members facilitating group discussions on various topics at Mini Summits.

- **Additional Benefits: Shared Resources, Networking**

*New creative offerings that would fill a need (vendor database, document templates, RFPs, survey results, studies)*

It was determined that this topic will be continued in the future. Board members were encouraged to volunteer and “own” a specific new offering

- **Membership Structure and Fees**

- **Existing Structure: Agency, Individual**

*What works, what needs tweaking?*

- Board decided that Individual Membership should remain at \$400 and the Agency Membership should remain at \$1,000.
- Summit Registrations: Will remain at \$475 for members; non-members will increase from \$600 to \$650; guest registration will increase to \$200. Student/intern registration for the summit will be \$100.

- **Goals for 2019**

*What is the strategy for increasing membership?*

- Each Board member committed to recruiting two new memberships for next year
- CV Strategies to add the list of current CUEMA members to the website
- Long-term goal is for the Association to be able to pay for services – Executive Director and staff

## 2.2

### Sponsorship Benefits

- **Sponsorship Package (Platinum, Gold, Silver)**

*Any changes?*

- No changes.

- **Goals for 2019**

*How to promote Annual Sponsorships and secure Sponsors early in year?*

- Change PDF on Website to 2019
- Update Sponsorship tracking sheet and provide to all Board members – Director Harmon and Executive Director Deck to collaborate on this
- Mail out 2019 Sponsorship Invoices in December
- Follow up on the Sponsorship payments not received early in 2019 (Executive Director Deck)

2.3

**Board Member Roles and Responsibilities**

• **Contribution/Participation Goals**

*Consideration of pledges from each Director to own a specific role or task: commitments to an activity, financial and other resource contributions.*

- Each Board member to e-mail a list of activities they would like to “own” and contribute to, to Director Harmon and/or President Coleman
- Each Board member to secure two (2) new members to CUEMA in 2019

• **Succession Planning Strategy**

*Are we prepared for change in board membership, executive director, vendors?*

Not discussed.

**OTHER BUSINESS**

**Directors’ Comments**

**Late Business**

**Future Agenda Items**

- **2019 Draft Budget**
- **Strategic Alliance (ACWA/JPIA Leadership Development Program)**
- **First 2019 Mini Summit and Date**
- **2019 Invoices for Membership and Sponsorships**
- **2019 Leadership Summit Golf Tournament**

**Next Meeting Place, Date and Time**

ACWA Conference, San Diego, Tuesday November 27, 2018, 1:30 p.m. Meeting room information to be provided.

**The meeting was adjourned at 11:30 a.m.**

Attest:   
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**MICHAEL BUSCH**  
**Board Secretary**