

CALIFORNIA UTILITY EXECUTIVE MANAGEMENT ASSOCIATION



**MINUTES
BOARD OF DIRECTORS MEETING
CONFERENCE CALL IN
March 25, 2019 – 9:00 A.M.**

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**

Corporate Representatives

**Treasurer Michael Busch
Director Michael Samuel
Director David Byrum**

Others Present:

**Ken Deck, Executive Director
Tara Bravo, CV Strategies
Greg Galindo, Jr., CV Strategies
Rose Perea, Staff Assistant**

Absent:

**Director Greg Galindo
Director Brian Macy
Director Erin Gilhuly**

TAB 1 CONSENT CALENDAR

1.1

Approval of December 19, 2019 Minutes

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

TAB 2 CORPORATE MATTERS

2.1

Review and Accept Financial Reports for period ended 12/31/18 (*Director Harmon*)

Director Harmon reviewed the Profit and Loss Statements and Balance Sheet for the period ended December 31, 2019, which reflect a solid bank balance.

Upon motion by Director Harmon, seconded by Director Samuel, and unanimously carried, the financial reports were accepted as presented.

2.2

Discuss 2019 Membership and Sponsorship Drive

The following items were discussed

- **Review Membership/ Sponsorship Status as of 2/28/19 (*Harmon and Deck*)**

Director Harmon advised that there are 8 individual memberships and 16 agency memberships (including 4 new memberships) paid for 2019. The total membership revenue as of 2/28/19 is \$19,200 which is under the budgeted amount of \$32,200. The total sponsorship revenue is \$24,000 - significantly under the budgeted amount of \$54,000.

Request was made for all Directors to reach out to their networks and promote memberships/sponsorships for 2019. It is a perfect time to do that along with upcoming mini-summit and leadership summit announcements.

- **Report on Invoicing, Applications Process (*Deck, Bravo*)**

The question of how to provide new membership outreach was discussed. CV Strategies advised that all membership letters went out to current members with instructions on how to access the “members only” section. Director Deck advised that the sponsorship invoices were sent out twice to all previous sponsors. Those who did not respond were removed from the website. Director Harmon requested a flyer to be provided to all Directors that could be used for soliciting new members. Director Deck will email to the Board. Director Deck noted that new members need to be granted access to the “members only” section by Tara at CV Strategies this process will control who has access to this section.

2.3

Discuss Mini Summits for 2019

- **Report on Pension 101 Mini Summits (*Busch*)**

The mini summit was well attended. The presenters engaged the attendees and many questions were posed during the mini summit which the presenters elaborated on. It was suggested that perhaps a webinar on this topic could be utilized in the future. Director Busch advised that he will reach out to non-member attendees such as Central Basin, Diablo Water District and Yuima Water District. Discussion followed as to whether the Board felt this type of a mini summit would be well attended in Northern California. Director Sells felt that one in Sacramento could be considered because it is such a relevant topic. Director Harmon feels that anywhere in the Central Valley would be better attended – perhaps more non-members could be attracted. Possible venues: Solano County Water District or Byron Bethany Irrigation District. Directors Busch and Gilmore suggested June 19 or June 20, 2019 at Byron Bethany Irrigation District. Directors Busch and Gilmore to coordinate the timing and outreach with CV Strategies and Director Deck. Perhaps a webinar after the June date could be considered. Director Deck suggested taping the mini summit which could then be placed in the “members only” section. Director Gilmore to coordinate the taping with Nick Jane and CV Strategies can place it on the website. The cost for the Pension 101 Mini Summit would remain at \$40 for members and \$75 for non-members. As an additional benefit for sponsors, it was suggested that when creating the flyer for the mini summits, text be added to the effect that the various sponsorships would include free attendance at the mini summits as follows: Silver Sponsorship, 1 attendee; Gold Sponsorship, 2 attendees; and Platinum Sponsorship, 3 attendees. These additional attendee benefits would also be added on the website and sponsorship flyers.

- **Discuss Topics, Budget and Schedule for remainder 2019 Mini Summits (*Deck*)**

Director Coleman volunteered to hold a mini summit in the Rowland area in June or July, 2019 and possibly use either Sommer Kehrlri or Jim Uhl. He asked the Board for authorization to proceed with scheduling a mini summit and to authorize an approximate expense of \$3,000 which could be offset by sponsorships. Director Samuel offered to sponsor with \$1,000. The Board authorized Director Coleman to proceed with the scheduling and it was the consensus of the Board that the fee for attendance would be \$30 for members and \$80 for non-members. Director Coleman was asked to coordinate the outreach with Director Deck. Director Harmon suggested that the same mini summit could be held in Northern California in October 2019.

A “Save-the-Date flyer to be prepared for distribution at the ACWA Conference in May. ACWA/JPIA Leadership alumni (Andy, Piret and Tammy) could promote the Leadership Summit at ACWA in May.

2.4

CUEMA Mixer at ACWA Spring Conference in Monterey (*Busch, Gilhuly*)

Tara Bravo, CV Strategies, advised that she is awaiting a response from the Portola Hotel on a location in one of their special banquet rooms. David Byrum volunteered to help sponsor the Mixer. The Board is considering Tuesday, May 7, from 8:00-10:00 p.m., invitation only. Patricia, from ACWA/JPIA, can include information on the Mixer in the flyer to be distributed at the JPIA leadership reception. A 3”x5” card was suggested to be available to provide at the Urban Futures booth. Director Gilmore suggested

the possibility of holding the Mixer at the Marriot on Wednesday, May 8. Director Busch and CV Strategies to check pricing. The theme for the Mixer could be a “Dessert and an After-Dinner Drink” theme.

An Ad Hoc Committee was established to follow up with finalizing the Mixer specifics: Director Busch, chair, Directors Sells and Harmon, Director Byrum, via e-mail, Executive Director Deck and Director Gilhuly (Tara), CV Strategies.

2.5

CUEMA Board Meeting at ACWA Spring Conference (Coleman)

The Board meeting to be held Tuesday, May 7, 2019, 1:30-3:00 p.m. Director Sells to send out meeting room information.

2.6

Website Update (Gilhuly, Bravo)

Greg Galindo, Jr., CV Strategies, advised that the Sponsors have been added to the home page and to a slider. A slider for the 2019 Leadership summit has also been added to the home page. Sponsors and members who have not renewed should be removed from the website and their access to the “members only” section revoked. Director Deck will send the current membership list to Tara at CV Strategies. “Save-the-Date” for each of the mini summits, once known, should be posted to the website

OTHER BUSINESS

• 2019 Leadership Summit

- Hunter Lott will be the speaker all day on Thursday, September 5, 2019. Director Deck will work with him on the topics and will have this information at the May Board meeting.
- Director Deck will have the Reg-on-Line link and the Hotel link by mid-April. He will work with Tara in connection with this.
- Director Ruddock will contact Clint Camac, “Constructive Conflict”, to fill in the Friday, September 6 spot, 8:30-10:30 a.m. Director Ruddock will work with Director Deck to secure this. Director Deck advised that the Association would cover Mr. Camac’s room for a one-night stay.
- Golf Tournament
 - Director Deck advised that he has paid the first deposit. He has provided Director Macy with a prior year’s contract for his use in finalizing this year’s contract – all catering will be handled under one contract to avoid the confusion that was experienced at last year’s golf tournament.

• Fiscal Policies-Director Busch (Carry Over)

To be included in the May Agenda. Director Busch will re-circulate the documents:

- Code of Conduct. Needs feedback on this document prior to the May Board meeting. This document now requires a signature acknowledging receipt of the Code of Conduct.
- Fiscal Policy also to be included on the May Agenda as a separate item. Director Busch to email a copy to all.

- **Database of Vendors and Consultants in Members Only Section- Director Gilhuly (Carry Over)**
 - To be included on the May Agenda. Director Coleman will meet with Director Gilhuly to discuss prior to the May Board meeting.
 - Suggestion was made to make a “List of Resources” available on the members only section—possibly add to the membership section to show prospective members what is available to them when becoming a member.

- **Shared Resources, Document Templates, RFP’s, Survey Results, Studies**

Some past Presentations and “Ted Talks” have been added in the members only section under “Presentation Library”.

Directors’ Comments

- Survey results could be added
 - Salary Survey results

Future Agenda Items

Discuss content ideas for “Members Only” section on website.

Next Meeting Place, Date and Time

May 7, 2019, ACWA Conference, Monterey, CA, 1:30-3:30 p.m. Meeting room to be provided at a later date.

The meeting was adjourned at 10:47 a.m.

Attest: 
_____ **MICHAEL BUSCH**
Board Secretary