



NEVADA WATER ENVIRONMENT ASSOCIATION EXECUTIVE BOARD OF DIRECTORS MEETING



Meeting Minutes Wednesday, March 11th, 2024

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- 1) Meeting at the conference did not follow a typical format:
 - a) These minutes contain notes from the meeting. See photos at the end for our group notes from the strategy session.
 - 2) **NWEA Discussed and Action Items:**
 - a) Need to take a more active approach to membership and tracking
 - i) Put under PWO? Secretary?
 - ii) What do we want them to report on?
 - b) Discuss agency memberships vs individual membership
 - i) Lots of benefits to moving to agency/company membership model
 - ii) Make students free?
 - iii) Assign to: XX
 - c) WEF Student Design Competition
 - i) Talked to Dr. James about getting the WEF competition for UNLV student design
 - ii) He wasn't against it, but mentioned with the timing it might be hard to find students that are willing and able to compete
 - iii) Assign to: XX
 - d) Re-write application for board positions
 - i) Need to clarify NWEA/WEF membership status, etc.
 - ii) Assign to: Sabrina
 - e) Review awards for next cert board meeting
 - i) Too many? Are descriptions too specific?
 - ii) Add an admin/support professional award
 - iii) Award for outstanding board member
 - iv) Assign: Sabrina
 - f) Budget for FY25:
 - i) Discuss specific needs at April meeting
 - ii) Provide cert board their expenses for insurance, website fees, etc.
 - g) Future class offerings:
 - i) Adrian mentioned there is a list of class topics we should target based on exam results
 - h) Certemy:
 - i) Do we need to provide the cert board training on Certemy?
 - ii) Roll out should be 4/17 at some point
 - i) Establish KPIs/goals for NWEA operation each year. (PROPOSED-for both north & south)
 - i) Quarterly events. Talked about a lunch or tour. Something this is not a board meeting
 - (1) Call it a member meeting or something similar?
 - ii) 1 fundraising event
 - iii) A minimum of 2 training events, or up to 16 (?) hours
 - iv) Annual – NDEP mixer
 - v) 2 social events (summer/holiday/YP/etc)
 - vi) Track these at the board meetings?
 - j) Create an FAQ for members by members on the website



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- i) Assign to: XX
 - ii) Short interviews with members that we post on website and send to contact list?
 - k) Encouraging/supporting new members
 - i) Assign individuals tasks vs putting them as a committee chair right away
 - l) Do we have the ability to make a forum within Wix?
 - i) Assign: Sabrina to ask Brian
 - ii) Place for people to ask questions and share information
 - m) Leverage the blog better...every time we post and send an email about it get 150+ views
 - n) Send out the E-magazine version of the WaterSpot to members
 - o) Is there an upcoming grant cycle from WEF?
 - i) Assign to: Kamrun
- 3) Conference Notes/Ideas:**
- a) Strategize more ways to bring in senior leadership as attendees
 - i) Keynote at the dinner?
 - ii) Bring back the awards dinner Tuesday?
 - b) Panel idea worked well, lots of positive reviews
 - i) Panel idea for next year "So you want to be a Supervisor?" see Brian Carlson and Adrian Edwards from COH. We talked about this already.
 - c) Exhibitors
 - i) Increase prices, \$600 per table and \$250 for add-ons
 - ii) Talk about new hours? Longer lunch period
 - iii) Student poster competition only kept a few people after hours to see them
 - iv) Do not do exhibitor bingo again
 - v) Use tickets or something with a couple nice, tangible prizes that are there and people can see
 - d) Host a "townhall" of NWEA members. Maybe a breakfast session at the next conference?



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EXECUTIVE BOARD OF DIRECTORS MEETING



What ⁽²⁾ does ~~the~~ NWEA look like in 5 years?

better connected w/ NWPA & rural water association
 Public outreach in North & South
 Digital age - competency, operator firm, training &
 Succession planning for board members & committees
 Connecting w/ young professionals and kids - ^{workforce} ~~development~~
 Increase operator involvement - public speaking seminars
 & career building
 More regular events of varying type
 More University Engagement (Go Pack) ~~FEDELLUS~~
 Annual sponsorships
 Helps define Operator of the Future [e.g. Advanced treatment ops
 water or ww ops + maint
 or one water ops + maint]
 More connected to middle school education.
 Dedicated staff

4)



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What does good communication from NWEA look like? ⑤

Email blasts (but not too many!) ^{→ standardize headers by email type} _{weekly compiled}

↳ timely, enough time before events like 4 weeks, 2 weeks, 5 days, the day
↳ can we check to see how many are opened, read, stats? _{yes.}

Social Media - LinkedIn
↳ maybe a student focused one? discord: for students

(Electronic!) Magazine _{Hard copy is old school Electronic is cool!}

Member surveys are valuable to members, AND offer incentives... like eligible for raffle prize or gift cards

Member TOWN HALL or OPEN Forum for NWEA info or questions about the org or WEF. Online/virtual + in person

New member welcome package or interest list thingy

- Blog

- RECRUITING Y P's
↳ UNLV/UNR OUTREACH
↳ BEST WAYS TO COMMUNICATE?

- TRANSPARENCY

- SMILE ☺ wave

- update events on website & allow multiple individuals to update
- Sabrina writes hand-written thank you notes to all members before term ends.

- board members being on the same page

- Follow-up then follow through

- Feeling supported

- FAQ sheet for members (on value of \$30 membership)

- POST CONFERENCE SURVEY

How can we increase membership involvement? ③

- Community impacts by w/ww o+m - Honor as first responders
↳ always on duty even for Taylor Swift! _{easy} (office crawls) facility

- ACTIVE 1-ON-1 CONNECTIONS FROM ACTIVE MEMBERS

- COMMITTEES

- BUILD VALUE FOR MEMBERSHIP

- REGULAR ACTIVE TRAINING

- Show incentives to being a member - scholarship for rural communities/students survey completion prizes!

- operator-center events

- more tax opportunities

- offer company/utility membership discounts _{group}

- more social events with a variety

- local operator challenges _{volunteers}

- Create & manage Intern program - recruit from high schools that don't typically want to go to university
- provide education + training
- help place @ plants, cog, utility, contractor

- mentoring programs

How can we make NWEA better? ①

Provide "subscriber only" content on web or YouTube channel!

MORE YPEVENTS! More OP events too!!!

Increase Participation

Local Nils the crocodile mascot uniform & miniature scale of a WW plant

* Show Benefit or value to membership _{certified}

- Mine the operators list + reach out to those groups/firms

- Target private industries w/ treatment, ww systems, collection, pre-treatment

More Trainings In Person

Free legal advice from Sabrina

* Expand Reach to Rural (ditto!)
↳ NV Rural Water Assoc?

More Organizational collaboration
↳ AWWA _{capitol} ↳ AZ Water ↳ CWEA ↳ WQWA ↳ RWWEA ↳ ASCE ↳ APWA

Outreach events at WRF's - the entire organization not just o+m, engineering

Scholarships for smaller plants/facilities
↳ for conferences in state + WEFTEC or WEFEX

"Recruitment" Visits (w/FOOD) _{OPT GRANTS}

Survey - annually

Create ~~extra~~ technical forum for operators
more challenge events