



EXECUTIVE COMMITTEE MEETING
Oct. 10, 2018

MINUTES

In attendance: Kristin Asher, Amy Grothaus, Russ Matthys, Jeannine Clancy, Lydia Ener, Alyson Fauske, Heidi Hamilton, Monica Heil, Dave Hutton, Sarah Lloyd, Emily Lueth, John Olson, Chris Petree, Tim Plath, and Michael Thompson

Guests: Scott Barsuhn, Barsuhn; Zach Johnson, City of Lakeville

Pat Schutrop, Chapter Assistant and Recorder

1. CALL TO ORDER

President Asher called the meeting to order at 12:11 p.m.

2. INFRASTRUCTURE ADVOCACY CAMPAIGN (Scott Barsuhn)

Scott Barsuhn presented the Chapter's draft advocacy Infrastructure Action Campaign. The objective is to provide feedback to Scott after today's presentation so those can be addressed and ready for the upcoming MN2050 partner meeting before the Fall Conference.

The main platform for the campaign is a website that will present ways to engage Minnesotans in pushing to improve the infrastructure that will meet the needs of people in the 21st century. The goal is to educate citizens about infrastructure through sharing the value of repairing and improving infrastructure, provide resources for people to easily contact their legislators by providing draft letters for them to use, etc. A byproduct of the campaign will be to educate people about all the aspects of the public works profession as a career through videos telling the story about what it is like to work in public works.

With the APWA members and other public works professionals across the state driving the message, the state will be divided into regions where people can identify what is going on in their area and learn specific information affecting them. The framework will start with a statewide recognized event such as the 35W Bridge collapse. Although this event happened outside of outer Minnesota, all residents recognize it as a symbolic moment. The focus will be to inspire and motivate audiences to act. The campaign's website will complement the Chapter's website and not be a duplication of effort.

The name of the initiative is Raise Our Grade, Minnesota — a call for teamwork through a statewide campaign and a shared commitment to improve the state's infrastructure. The message will be nonpolitical and nonpartisan, Minnesota proud, inclusive, warm and conversational, exciting, positive, fun, memorable, and transparent and authentic.

The messages communicated will be vital to residents' wellbeing. The website will be visual and bold. It will have illustrations and patterns that move—something is being built and moving all the time.

The site's Landing Page will walk a person through questions they may have that will lead them to answers, watch the progress, and get updates.

The campaign will also include wider communication in getting information out such as with banners, educational tools, t-shirts to support the campaign, etc. .

The next step will be figuring out how to roll out the campaign and identify project champions to help determine what content will end up on the site.

Executive Committee Comments

- Lydia Ener conveyed feedback from the Communications Committee. The committee liked the direction the website is taking with education about public works as a career choice, the video idea as a way for individuals from each area describing their life in public works, and reaching out using Facebook to gather information and promote the campaign. Scott added the website will have a Facebook-specific page.
- Challenges:
 - How does the Chapter get the context for the different regions? Scott suggested along with the general shared information, the website could cite a local landmark or highway for each region to help personalize the message. The Chapter could reach out to outstate members to provide content for unfunded projects, etc.
 - The report card is a statewide grade and varies for different regions of the state.
 - Talking about risk is an important message and the importance of long-term planning. Everything can't be fixed at once.
 - Addressing the different grades reported in the infrastructure report card for the different categories.
 - The message should not be communicated in a benign way but presented in a way to grab people's attention.
 - It's time to move beyond the uncomfortable level of delivering the message.

3. PRESIDENT'S REPORT (Kristin Asher)

A. Government Affairs Committee

Zach Johnson, City Engineer for the City of Lakeville, has volunteered to chair the new Government Affairs Committee. President Asher officially appointed Johnson as chair of the committee.

B. Chapter Guide for Responding to Public Works-related Accidents

Due to the recent loss of a public works worker on the job site, the officers discussed the need to develop a response guide for the Chapter to use when tragedy strikes a member or member organization. Part of the discussion included partnering with law enforcement's Towards Zero Death (TZD) initiative or MnDOT. Delegate Clancy had a follow-up discussion with Bev Farraher about some previous recognition work MnDOT had done. During her tenure with MnDOT, MnDOT did a statewide program associated with Memorial Day where there were displays, a Memorial Tree and memorial bench were placed, and conducted safety award ceremonies. Bev encouraged the Chapter to revisit a similar program to honor public works workers. Russ Matthys added the officers discussed the increasingly large number of public works workers killed in the field and the inappropriateness of that number compared to past years. How can the Chapter be a voice for those individuals and serve as an advocate for safety in work zones? Through his involvement with the TZD program, Tim Plath thought there may be an opportunity to bring this scenario to the forefront. The TZD campaign has been more focused on work zone safety, but not sure they have focused on deaths in the work zone and why deaths occur. The Construction Work Zone is a subset of the TZD campaign.

Petree said MnDOT has a work safety construction work zone awareness program and asked if the Chapter should investigate if that is something to bring forward to promote work zone safety.

Matthys said one of the goals of the Public Awareness Committee is safety and suggested the topic be assigned to the PAC to look into in more depth and report back to the Executive Committee.

President Asher, Past President Petree, Heidi Hamilton and the Chapter Assistant will work on the guide and the PAC will look into what ways to partner with existing initiatives or other tangible ways to communicate the need for safety awareness in work zones.

4. SECRETARY/TREASURER'S REPORT (Russ Matthys, Secretary/Treasurer; and Lee Gustafson, Deputy Treasurer)

A. Minutes from Sept. 7, 2018 Officers Conference Call

The Sept. 7, 2018 officers conference call minutes were presented for information purposes.

B. Minutes from Sept. 12, 2018 Executive Committee Meeting

MOVED by Chris Petree and seconded by Amy Grothaus to approve the minutes of the Sept. 12, 2018 Executive Committee with the addition of Jenn Zuchowski's name. Motion carried.

C. Financial Report (Gustafson)

1. Account Details

No account details were received for discussion.

2. Financial Statements

For months ending:	Aug. 31, 2018
Financial Statements	\$23,041.00
Merrill Lynch	\$153,366.96

No motion is needed. The Executive Committee approved the Aug. 31, 2018 Financial Statements at the Sept. 12, 2018 Executive Committee meeting.

3. Chapter Investments. APWA local chapters can select which accounts their Merrill Lynch investments are in. The Audit Committee will be asked to make the evaluation and report back any investment changes to the Executive Committee.

5. VICE PRESIDENT'S REPORT (Amy Grothaus)

A. Accounting Subcommittee Update

The new PayPal account has been established and linked to the US Bank account.

6. PAST PRESIDENT'S REPORT (Chris Petree)

A. 2018 Election Update/Reminder

- The election opened yesterday. Members have until Oct. 31 to cast votes.
- Petree will set up a conference call with the Tellers Committee after the election closes.

7. COUNCIL OF CHAPTERS REPORT (Jeannine Clancy)

A. Delegate's Report

- Authorization to donate \$100 to the White Bear Lake Rotary in honor of Mark Burch, retired White Bear Lake City Engineer, for the purpose of supporting activities that support the White Bear Lake Community. The officers discussed recognizing Mark for his many years of service as Chair to the Audit Committee during the Fall Conference and donate to an organization Mark is active in such as the White Bear Lake Rotary.

MOVED by Chris Petree and seconded by Heidi Hamilton to support making a \$100 donation on behalf of Mark Burch to the White Bear Lake Rotary. Motion carried.

B. History Committee (Dave Hutton, Chair; Jennifer Levitt, Vice Chair)

- The committee requested a small table set up to display historical information and items during the Fall Conference.
- Vice Chair Jennifer Levitt will be the chair of the History Committee starting in 2019.
POST MEETING NOTE: Due to increased work responsibilities, Jennifer cannot chair the History Committee after all. Dave has agreed to continue to chair the committee.

8. DIRECTOR/COMMITTEE CHAIR REPORTS

a. Director of Public Works/City Engineer Director: Nick Egger

i. Membership Committee (Jason Sprague, Chair; Nick Egger, Co-chair)

- No committee members were in attendance. Committee and Student Chapter updates were included in the meeting packet.

Student Chapter – No report

b. Outstate Director: John Olson – No report

i. Outstate Committee (Reid Wronski, Chair)

- The committee has an update posted on the Chapter's website.
- Using the Water Environmental Group as a model for reaching out to outstate areas, Fairmont, Hutchinson and other locations are inviting public works professionals to meet together and also encouraging operations folks to attend.
- Another meeting will be scheduled before year-end to discuss an outreach plan for spring.

- ii. Awards Committee (Sarah Lloyd, Chair; Richard McCoy, Vice Chair)
 - The committee met on Oct. 9 to review local award nominations. Submittals included nine for Project of the Year; zero for Environmental Stewardship; three for Director or Manager, one for Maintenance, and one dual nomination for the Engineering Technician Personnel award. The committee also agreed on a nominee for the Hugo G. Erickson award. Letters notifying the award winners and inviting them to attend the Fall Conference recognition ceremony will be sent out shortly.
 - The Maintenance category was modified to be Maintenance or Operations to widen the pool of nominations.
 - The Environmental Stewardship award category was initially added to promote an environmental program. Many of the submittals have been for projects, and with new regulations, most projects address environmental concerns. The committee is looking for input from the Executive Committee and possibly help from the Environment and Sustainability Committee to help solicit nominees or discontinue the category. Michael Thompson will bring the topic up for discussion at the upcoming Environment and Sustainability Committee meeting.
 - APWA's Snow and Ice nominations are due by Dec. 1 and the City of Edina has indicated they will submit for this award.

- c. Vendor/Contractor Director: Heidi Hamilton
 - i. Communications Committee (Lydia Ener, Chair)
 - The committee's next major push will be to pull together outstate meetings and publish to the website for groups to access.

- d. Manager/Engineer Director: Tim Plath
 - i. Education & Training (E&T) Committee (Monica Heil, Chair; Tim Plath, Vice Chair)
 - A subcommittee was formed to update the UUCIS curriculum for the 2019-2020 school year.
 - MSSA requested assistance in advertising two of its scholarships (\$750 each) on the Chapter's website. The scholarships can be used for the Public Works Certificate program.

- e. Superintendent Director: Dan Curley
 - i. Environment & Sustainability Committee (Michael Thompson, Chair, Sherri Buss, Vice Chair)
 - About 15 people turned out for the Adopt-a-Highway event. An update has been posted on the website.
 - The next meeting is Oct. 11 and the committee will discuss the Environmental Stewardship Award.
 - Sherri Buss has indicated she is retiring at the end of the year and may step down from serving on the committee. Sherri also is the Chapter liaison on National's Center for Sustainability (C4S). The committee will discuss who might be a good replacement as liaison or become a member on the C4S national committee. Clancy will forward the link to the C4S commitment to Thompson and he will let Clancy know if someone volunteers.
 - The committee will also discuss ASCE's Low Impact Development Operations and Maintenance Conference.

- f. Consultant Director: Monica Heil
 - i. Diversity Committee (Alyson Fauske, Chair)
 - Two applications were received for the Diversity Grant; the University of Minnesota Department of Civil, Environmental and Geo-Engineering and Burnsville/Eagan/Savage Public Schools, ISD 191. After scoring the applications, the committee recommends awarding the application to the University of Minnesota. **MOVED by Jeannine Clancy and seconded by Kristin Asher to award the Diversity Grant to the University of Minnesota Department of Civil, Environmental and Geo-Engineering. Motion carried.**
 - During the scoring process, the committee discussed finding additional advertising opportunities and also consider changes to the scoring system based on what has been learned from the two grant cycles.
 - The Diversity Committee will introduce the Chapter to the Diversity Pledge at the Fall Conference.

- g. State/County/Regional Director: Chris Sagsveen
 - i. Public Awareness Committee (PAC) (Chuck Schwartz, Chair; April Crockett, Vice Chair)
 - The committee meets on Oct. 19 and will identify the Fall Conference charity. Success Beyond the Classroom was the highlighted charity last year and Matthys assumes it will be again this year unless there is an objection and a different charity is identified.

- Matthys is working with AWWA reaching out to the Science from Scientists. The group is in a number of schools nationwide. It is scientists working with a school's curriculum doing science with STEM professionals. The PAC has made three toolkits (building bridges, soil porosity and water systems) for members to use. This organization has a number of toolkits and are available for use by the Chapter. PAC is working with this organization to enhance STEM throughout the state.
- Clancy said the Met Council has a toolkit on wastewater she will forward to Matthys.
- Matthys will coordinate getting the toolkits listed on the Chapter's website.

h. Young Professions Director: Emily Lueth

i. Young Professionals (YPs) Committee (Chris LaBounty, Co-chair; Alex Jordan, Co-chair)

- A student social is scheduled for Oct. 18 at Applebee's on the U of M campus.
- Alex Jordan and Chris LaBounty staffed the APWA booth at the ASCE career fair on Oct. 9.
- Jake Guzik is working on a constitution for setting up a student chapter at the University of St. Thomas in readiness for an election.
- University of St. Thomas is hosting a diverse career fair on Oct. 12. Guzik was going to staff the APWA booth.
- University of Mankato is hosting a career fair on Oct. 16. Eric Seaburg and Sarah Schweiger are working with the Public Works Director for support in establishing a student chapter.
- Chris LaBounty is working on the ambassador program for the Fall Conference.
- The YPs want to add a philanthropy event in 2019.

i. Conference Planning (Jupe Hale, Chair; Amy Grothaus, Co-chair)

- Fall Conference Update:
 - Registration is open and 79 have registered to date.
 - The Fall Workshop has 25 registered so far.
 - 20 exhibitors have officially registered for booth space and there are 29 Platinum and Gold sponsors that the U of M is working to get registered. The deadline has been extended to Oct. 16. After that date, registration will be opened to non-sponsors. They are working with Earle Brown to see if more space can be created in Carriage Hall B.
 - A message was sent out to exhibitors with incorrect setup time. The U of M has sent out a corrected email to the vendors.
 - The offsite event after the reception on Thursday evening will be held at Topgolf. More details to come from the Membership Committee.

j. Volunteer Coordinator Report (Beth Engum)

- Now is the time of year for committees to confirm committee members want to continue or if additional committee members are needed for the upcoming year.
- New member meet and greet is scheduled for Oct. 25 at 11:30, location to be determined. Let Matthys or Engum know of any new members that may have just joined the Chapter, so they can reach out to them and invite them to the lunch.

k. MN2050 (Greg Stonehouse, Chair) – No report

9. OLD BUSINESS

No old business.

10. NEW BUSINESS

No new business.

11. ADJOURNMENT

President Asher adjourned the meeting at 1:52 p.m.

APWA-MN Chapter's Mission: *To advance the theory and practice of the design, construction, maintenance, administration, and operation of public works facilities and services.*

Dated: Dec. 6, 2018

Respectfully submitted,

Russ Matthys
APWA-MN Chapter Secretary/Treasurer