



**EXECUTIVE COMMITTEE MEETING
March 11, 2020**

MINUTES

In attendance: Russ Matthys, Beth Engum, Nick Egger, Amy Grothaus, Jeannine Clancy, Lee Gustafson, Lydia Ener, Jupe Hale, Heidi Hamilton, Monica Heil, Matt Huggins, Dave Hutton, Zach Johnson, Alex Jordan, Chris LaBounty, Sarah Lloyd, Richard McCoy, Tim Plath, Chuck Schwarz, Nina Stanley and Jesse Struve

Pat Schutrop, Chapter Assistant and Recorder

1. CALL TO ORDER

President Matthys called the meeting to order at 12:09 p.m.

2. PRESIDENT'S REPORT (Russ Matthys)

A. Proposed Revenue Increases – Memberships, Sponsorships, Conferences

During the officers' recent conference call, they discussed proposing increasing revenues through sponsorships, conferences and membership dues. Membership fees are established by APWA and Jeannine Clancy will talk to National about adding a \$25 surcharge to membership fees. The chapter budgets about \$30,000 annually for chapter membership rebates received from APWA. The Conference Planning Committee is encouraged to evaluate raising conference fees and Nick Egger will talk about proposed increased sponsor fees under his agenda item.

The chapter's financial position over the last three years has required about a \$100,000 decrease in its reserve funds and the officers discussed how to help stop that from continuing and still financially support the initiatives the chapter wants to accomplish in the future (ROG efforts, Science Museum exhibit, MN2050). The primary purpose for the chapter's reserve has been to use those funds to help support hosting a national conference (PWX or snow conference). The chapter does not want to put the burden of support only on the sponsors and is looking at creative ways to raise funds to support those initiatives. ASCE developed the infrastructure report card and is out of funding to continue that effort. ASCE has scheduled a meeting to discuss how to generate revenue.

Vice President Engum said the Conference Planning Committee discussed a \$15 increase for members/nonmembers (from \$235/\$260 to \$250/\$275) for the Spring Conference. Registration fees have not been raised since 2014. President Matthys asked the committee to consider a greater fee increase for both spring and fall conferences. The Executive Committee did not think the increased fee would be a deterrent from attendance.

In comparison to other chapters, Clancy said the MN chapter is one of the largest chapters and is financially healthy within our region and across the country. She added the chapter has had some activities in the last few years that brought the reserves down and the hope is that the reserves would be available to host a PWX or snow conference in the future.

B. Banner Update – Sponsor Recognition

As part of the sponsorship increases, Matthys recommends having a banner with the sponsors logos available to be posted at the various educational events and expos. Matthys also pointed out the banner displaying the public works careers is out of date with the people shown who are now working at other firms. The Executive Committee did not object to keeping the public works career banner as is. SRF helped with the design and the cost was about \$300 each. President Matthys will bring a cost estimate to the Executive Committee at the April 8 meeting.

3. **SECRETARY/TREASURER'S REPORT (Nick Egger, Secretary/Treasurer; and Lee Gustafson, Deputy Treasurer)**

- A. Minutes of Feb. 7, 2020 Officers Conference Call
Provided for information purposes. No comments were received.
- B. Minutes from Feb. 12, 2020 Executive Committee Meeting
MOVED by Amy Grothaus and seconded by Beth Engum to approve the minutes of the Feb. 12, 2020 Executive Committee meeting. Motion carried.
- C. Financial Report
 - i. Financial Statements

For months ending Feb. 29, 2020		
Opening Balance Equity (as of 7/1/2019)	\$266,855.00	
US Bank	\$58,703.69	
Merrill Lynch	\$160,002.36	
Total Current Assets	\$218,706.05	
Net Income	(\$48,148.95)	
	Deposits	Expenses
Deposit and Expense Report (March 2020)	\$5,874.31	\$10,532.16

MOVED by Beth Engum and seconded by Chris LaBounty to approve the financial statements for months ending Feb. 29, 2020 and the March 2020 Deposit and Expense Report. Motion carried.

- D. Committee Budget Requests for 2020-21 Budget
Secretary/Treasurer Egger will send out an email to the Executive Committee/committee chairs requesting feedback in preparation for the 2020-21 budget. Egger noted the food and beverage line items are running high and encouraged committee chairs to consider costs related to activities and meetings when submitting budget requests.
- E. Draft 2020 Sponsorship Levels
The officers discussed increasing the sponsor levels and the need for the Executive Committee to act on the proposed increases, so sponsors have at least a month to respond. The sponsor amounts have not been increased for about four or five years and that increase was minimal (\$50). The increases are as follows:

Level	2019 Amount	2020 Proposed Amount
Platinum	\$975	\$1,500
Gold	\$725	\$975
Silver	\$475	\$725

In addition to the 2019 benefits, Platinum and Gold would have recognition at chapter events (STEM, ROG, Science Museum, MN2050, etc.) and Summer Golf dinner admission (Platinum-4 and Gold-2). Silver would also receive recognition at the chapter events as listed under Platinum and Gold levels. Based on the 2019 number of sponsors, the increases would generate about \$13,000 in additional revenue.

Discussion followed. Engum noted that increasing the sponsor levels by 50% and the conference fees 10% seems inequitable. Matthys added more description should be added to the event recognition received by sponsors (such as the State Fair STEM event reaches thousands of people, etc.). Alex Jordan also noted there is not a tangible difference between the Platinum and Gold and the benefits received and suggested if the Platinum is going to be increased \$525 more than Gold, there should be a tangible difference in benefit.

Lee explained one of the reasons for going above or below \$1,000 is that \$1,000 is the breakpoint for individual reporting on IRS form 990. Anything below \$1,000 the sponsor contributions can be reported as a lump sum on the IRS form. The sponsors are partners with the chapter, and he does not think the benefits need to be tangibly different to the sponsors who contribute. Sponsors want to partner with the chapter to

meet what is stated on the mission statement to advance the initiatives and educational programs of the chapter. Lydia Ener added as a Platinum sponsor means being a top-tier generous sponsor and she also does not think changing the benefits will make a difference. Jupe Hale asked if the Platinum could be changed to Chapter Partner. Along similar lines, Zach Johnson asked if tiers are needed at all and have one tier called Chapter Partner. Heidi Hamilton added having the three levels encourages smaller organizations to partner with the chapter and receive the same recognition as the top two.

Chris LaBounty asked if raising the funds for the Science Museum exhibit and other larger initiatives will be similar as the PWX fundraising. Matthys said for the larger initiatives, the intent will be to fundraise.

Chuck Schwartz offered the idea of highlighting projects to offer flexibility in not having to redo the sponsor banner panel every year.

Nina Stanley asked about phasing in the increases by half this year and half next year to accommodate organizations that have already set budgets and to help sponsors to establish a budget amount for their sponsorship. Sarah Lloyd agrees with adding more communication when presenting the increases to the sponsors explaining what these increases relate to and also give more information about future fundraising efforts of the chapter. Johnson suggested developing a proforma introducing the timeline of stages of effort for significant fundraising to help sponsors understand what the chapter is forecasting.

Egger suggested a motion be made and asked if there is any last thought about adding any additional items to the benefits before the motion is made. None offered.

MOVED by Russ Matthys and seconded by Jesse Struve to move forward with sponsor levels rates as proposed in 2020, modify language for associated benefits, and rename Platinum to Chapter Partner.

Additional discussed followed. Matthys added if people vote for the motion, Secretary/Treasurer Egger would send out the information to the sponsors. If the motion does not pass, the increases will be considered next year. If the increases are not approved at this meeting, the sponsor level amount will remain unchanged. Engum said the timing is the issue and recommends making a more modest increase this year and allow the chapter time to prepare a proforma to help set up for another increase next year. Dave Hutton said it is important to itemize why the levels are being raised and explain the chapter is also contemplating increasing revenues proposed in other areas such as conferences, membership dues, etc.

With no additional discussion, President Matthys restated the earlier motion:

MOVED by Russ Matthys and seconded by Jesse Struve to move forward with sponsor level rates as proposed in 2020, modify language for associated benefits, and rename Platinum to Chapter Partner. Motion carried with two nays received from Vice President Beth Engum and Director Nina Stanley.

Egger will work with President Matthys in articulating clearly to the sponsors what initiated the increases and the future forecast of the chapter. Clancy recommended formulating the chapter's financial plan and goals to share with the sponsors.

4. VICE PRESIDENT'S REPORT (Beth Engum)

A. 2020 Chapter Dinner

A riverboat was originally proposed for the Chapter Dinner; however, the costs are prohibitive. Engum received a quote from Brennan's and is also looking at a number of restaurants owned by Emeril Lagasse. The particular Emeril restaurant she is looking at is the Nola Restaurant located in the French Quarter. The general cost is about \$60-\$70 per person for a sit-down dinner. With the chapter's subsidy it would be an affordable option. They would provide a three-course meal from a limited menu for attendees to select from. The dinner would be held in a private room with a balcony. Engum is asking for feedback on having a plated dinner versus stations. She will get two solid quotes and bring back to the Executive Committee.

5. PAST PRESIDENT'S REPORT (Amy Grothaus)

A. Past President's Report

- Operations Manual. The Financial Best Practices is the final piece of information to finalize the manual.
- Jacqueline Thompson, Bolton & Menk, is one of this year's chapter representatives in the Emerging Leaders Academy and as part of their project, they are sending out a survey requesting feedback on

how different workplaces approach empowering emerging leaders. The survey link will be included in the March *Latest News* and the deadline to respond is March 23.

B. Government Affairs Committee (GAC) (Zach Johnson)

- Legislative Policy
 - The committee is looking at holding a Legislative Summit at the Fall Conference. The conference will offer opportunity to reach a wider range of members to discuss statewide issues, possibly have a facilitator and invite legislators to attend. The desired outcome of the information gathered will be to create a list of the policies to follow and focus on.
 - Looking for more feedback from the members to get more involved.
- Legislative Advocacy
 - Propose adding a link to the chapter website called “share or tell my story” for members to use that might generate projects information and conversations.
- Legislative News
 - Bills the committee is following:
 - Infrastructure accountability bill which would allow cities to collect an impact fee from development. The LMC is pushing for cities to submit resolutions.
 - Street Improvement districts.
 - Autonomous vehicles in public ways. FedEx and Amazon are proposing to use “movable boxes” to make deliveries on public walks and sidewalks. The way the bill is proposed prohibits cities and local authorities from managing the operation. FedEx indicated this bill is a priority for them.
 - Disposable wipes labeling issue making it consistent with Europe.
 - Three building permit fees.
 - Removing the 5,000-population requirement from the constitution to be classified as a state aid city. A financial analysis is being conducted at this time.
 - Clancy pointed out the bonding bill included \$5 million in grants for wastewater for those cities who are members of Metro Cities.

6. COUNCIL OF CHAPTERS REPORT (Jeannine Clancy)

A. Delegate’s Report

- The Council of Chapters held a joint Council of Chapters meeting with the national technical committees. Highlights of the meetings:
 - APWA updated its 2020-2023 Strategic Goals and Activities document and encourages chapters to align with those goals.
 - People interested in being involved at the national level but not on a committee can offer their expertise by participating on one of the many technical committees’ knowledge teams. Clancy added those are the people whose work is highlighted at a national level. For example, there is a Stormwater Conference at PWX, and Clancy looked at the proposals for this year’s conference and not one was from Minnesota even though Minnesota is known across the country for its stormwater best practices. She encourages people to get involved in those teams to demonstrate Minnesota’s capability to other chapters.
- APWA asked if there is any discussion on the local level about changing meeting activities due to the coronavirus. Matthys said the chapter has not discussed any changes at this point.

B. Alternate Delegate’s Report (Chris Petree)

- i. MN2050 Committee (Greg Stonehouse, Chair) – no report
 - a. Committee Report
 - b. Raise Our Grade (ROG) MN Subcommittee (Kristin Asher, Chair) – no report

C. History Committee (Dave Hutton, Chair)

- The chapter’s 75th anniversary will be in 2021. The chapter celebrated its 70th anniversary by producing a video which won a national award. The cost to produce the video was about \$10,000. The committee discussed some options.
 - The Sacramento Chapter produced a book for their 50th anniversary. The cost was about \$75/book and they ordered 200. The committee discussed producing an e-book and favored that option rather than a hard copy.
 - In talking with Rhonda Wilhite, APWA, she said APWA does not have anniversary product examples. She recommended reaching out to Kansas City Metro to talk about the history book they created.

- The committee suggests adding a 75th anniversary ribbon to the chapter logo.
- Having a celebration dinner at the fall conference.
- The Executive Committee can forward suggestions to Hutton.
- The History Committee is requesting direction from the Executive Committee:
 - Assistance in setting a budget to work with.
 - Allow the Chapter Assistant to help compile information.

7. DIRECTOR/COMMITTEE CHAIR REPORTS

A. Consultant Director: Nina Stanley

- i. Diversity Committee (Ben Manibog, Chair)
 - Stanley was unable to attend the first meeting because it conflicted with the Executive Committee meeting. She will reach out to Ben for an update.

B. Director of Public Works/City Engineer: Jesse Struve

- i. Membership & Special Events Committee (Jason Sprague and Nick Egger, Co-chairs)
 - March 12 – Edina Water Treatment Plant Tour.
 - Considering a technical tour of the Southwest Light Rail tunneling project in early summer.
 - Considering a Saints or Twins game sometime in late May.
 - Looking at Fall Conference alternative activities to Topgolf (such as Whirlyball, Punch Bowl Social (too expensive)). The committee is open to suggestions.

C. Manager/Engineer Director: Jupe Hale

- i. Education & Training Committee (E&T) (Monica Heil, Chair; Tim Plath, Vice Chair)
 - Recommendation to update the College Scholarship application to include Construction Management and GIS programs for Public Works-related positions.
MOVED by Jeannine Clancy and seconded by Nina Stanley to approve the addition of Construction Management and GIS programs for Public Works-related positions in the college scholarship application.

Discussion followed. Chris LaBounty asked about adding surface water management to the applications. Heil said surface water management could be included in the technical application. The amendment to the motion was acceptable to Clancy and Stanley. The motion is amended as follows:

MOVED by Jeannine Clancy and seconded by Nina Stanley to approve the addition of Construction Management and GIS programs for Public Works-related positions in the college scholarship application, and the addition of Surface Water Management programs for Public Works-related positions in the technical college application. Motion carried.

- The 2020 Fall Workshop will offer the Fleet Certificate Program only. Kansas City Metro will be hosting a pilot run of the Fleet Certificate Program and Minnesota will be the first chapter to offer to members. The committee will be looking at ways to reduce the cost to people registering for the program.
- Self-assessment Workshop.
 - Of the 94 responses received from the survey, 55 said they would attend if the workshop was held; however, there is a concern associated with the cost.
 - The committee is looking for a donated facility to host the workshop to help bring down the costs.
 - The cost is \$1,100 for APWA to facilitate the workshop and APWA does not offer a webinar as an option.
 - This is not budgeted in the 2019-20 budget.
 - If the chapter decides to move ahead with offering the workshop, the E&T will start educating members about what accreditation means when considering the program.
 - Matthys recommends adding the cost to the 2020-21 budget.
- Asset Management Workshop.
 - The committee discussed offering a one-day workshop and also look for a donated facility to keep costs down. The cost would be about \$5,000 for APWA to deliver the workshop.
 - Working with other professional organizations (such as IAM) that may be willing to partner with the chapter.

- The committee does not recommend offering the workshop at this time and will have follow-up with Brad Henry, IAM, to discuss offering at a future date and partnering opportunity.
- Matthys recommended planning to offer the workshop in the future, consider the budget required, and look for partners to assist.
- Grothaus suggested to consider offering the workshop as a Fall Conference Workshop.
- Engum suggested polling agencies to help narrow down the focus of the workshop.
- Clancy added agency sponsorships might be a way to partner with the chapter in offering the workshop. Heil added if an agency sponsored by donating and hosting the workshop, the cost to register could be lunch and exam fee.
- The E&T will come back in the future after talking to some agencies about support.
- PWX Stipends. The committee discussed opportunities to allow agencies that do not have funds to send staff to APWA conferences. Would offering a stipend be something the chapter would consider. Matthys said the officers will take the idea into consideration.
- Engum said the Conference Planning Committee discussed paying the registration fee for the leadership academy graduates attending the Spring Conference. Now, the graduates drive up to receive their certificates and drive back home. The E&T discussed how to make it a day event for them by inviting them to lunch and to attend the service project.

D. Outstate Director: Scott Jensen - **President Matthys presented the report in Petree's absence**

- i. Outstate Committee (Chris Petree, Chair)
 - Next meeting scheduled for April 29, 2020.
- ii. Awards Committee (Sarah Lloyd, Chair; Richard McCoy, Vice Chair)
 - The committee made 14 APWA national award submittals on March 2. The chapter will hear the results in April.
 - The PACE award submittal is due in June.

E. State/County/Regional Director: Dan Erickson

- i. Public Awareness Committee (PAC) (Chuck Schwartz, Chair; April Crockett, Vice Chair)
 - Future events for volunteers include:
 - March 12 – SBC at Dunwoody
 - May 15 – SBC at Normandale
 - May 21 – SBC at Century College

It is getting more difficult to get volunteers for the events and Schwartz is asking the committees to consider volunteering at some of the PAC events, especially for the classroom-type setting where it is most difficult to get people to volunteer. LaBounty said the YP Committee is willing to volunteer. Stanley was successful in getting volunteers for the WISE event by reaching out directly to different groups and asking them if they had people interested in volunteering.

- Polo shirts. The committee asked what progress has been made regarding purchasing shirts for volunteers, either people purchase individually or paid for by the chapter. The cost would be about \$40 to \$50 each. The goal of the purchase is to have event volunteers wearing an APWA shirt. The 2019-20 budget included \$3,000 for 100 APWA polo shirts. Alex Jordan said the YPs ordered shirts through Lands' End and will send the Lands' End link to the Chapter Assistant where people can order their shirt. To help manage the costs, Clancy recommended setting up the account with Lands' End and giving an access code to those wanting to place an order. The previous discussion was providing polo shirts for the Executive Committee and committee chairs. Chair Schwartz will work with Matthys and the Chapter Assistant in developing the purchase process.
- Clancy requested the budget be a regular attachment in the Executive Committee packets.

F. Superintendent Director: Joe Wiita

- i. Environment & Sustainability (E&S) Committee (Matt Huggins, Chair)
 - The committee will meet on March 25 and spend time gathering topics to kick off the year.
 - There will be two Adopt-a-Highway events again this year in May and October.

G. Vendor/Contractor Director: Mark Rehder

- i. Communications Committee (Lydia Ener, Chair)
 - The committee received some photos and an article was posted related to the Science Museum events.

- Looking for photos for the STEM Expo at the Minneapolis Public Schools. Nina Stanley will help gather photos for the events.

H. Young Professions Director: Chris LaBounty

i. Young Professionals Committee (Alex Jordan, Chair; Eric Seaburg, Vice Chair)

- The Student Chapter also wants to purchase t-shirts. They are working on a logo similar to the YP logo to submit to APWA for approval. They will request an annual amount of \$750 to be included in upcoming budgets annually to purchase 50 t-shirts to give to new Student Chapter members.
- APWA will host its first biannual Young Professionals Summit to be held in conjunction with the Leadership Training in February 2021. APWA will provide a stipend for chapters to send a YP representative to the summit. The YP will request the chapter consider offering an additional stipend to send more than one YP to the summit.
- April 2 – Tour of City of Minnetonka Public Works facility at 3 p.m. with a social following.

I. Conference Planning (Matt Saam and Beth Engum, Co-chairs)

• Spring Conference:

- The committee discussed raising conference fees and after today's discussion, the committee will consider increasing the fees more.
- During the business meeting, Zach Johnson will give a GAC update and Kristin Asher will give a ROG update.
- Requesting covering conference registration fees for Leadership Academy graduates' attendance. This will not be done this year but will discuss again in 2021.
- The committee discussed some of the feedback received from the survey, specifically regarding safety and feeling included at the conference. The idea of having ambassadors available at the Wednesday evening get acquainted social time to introduce new attendees to the conference schedule, answer questions, and to make sure they feel welcome. Engum offered to be an ambassador to welcome new attendees. She asked if a map of the hospitality cabins could be created. President Matthys is reaching out to the contact people from the firms hosting social activities. Jordan added the YPs are hosting a YP event for new YPs attending. The YPs will send out a separate email notice.
- The COVID-19 virus situation should be monitored and how it could affect the conference. Engum will review the Grandview contract to see what responsibility the chapter will bear along with the U of M. The chapter will follow APWA's lead as to the direction to follow in handling the COVID-19 situation.

J. Volunteer Coordinator Report (Eric Fosmo) – No report

8. OLD BUSINESS

No old business.

9. NEW BUSINESS

No new business.

10. ADJOURNMENT

President Matthys adjourned the meeting at 2:19 p.m.

APWA-MN Chapter's Mission: *Support those who design, operate, improve and maintain public works and infrastructure through advocacy, education and member engagement.*

Dated: April 8, 2020

Respectfully submitted,

Nick Egger
APWA-MN Chapter Secretary/Treasurer