Membership Council Minutes

June 21st, 2023

Attendance: Amy Vail, Frank Williams, Carrie Cox, Zach Hampton, Matt Parks, Kyle Tryan, Erika Ignace, Hillary Caron, Stacey Kukkonen, Michelle Zdrodowski

National Membership (Vail/Vaulman): Vail attended the MDEC meeting at AWWA ACE virtually. The New England section is now disassociated from AWWA and may result in a loss of 20% to 40% of individual members from that section and 10% to 20% of utilities from that section. This should not impact section revenues. The goal of 50,500 members for the year has been reached but with the news from New England and the projected summer slump, more members will be needed in the fall to stay above the goal. The next Membership Roundup will be in the fall and planning has begun for the next Membership Summit. Consideration is being given to using Power BI dashboard for membership statistics and the Association is considering making a long-time stretch goal of 60,000 members the stated goal for the 2050 campaign.

Membership Challenge (Vail/Williams): Vail announced that the Section received the Nichols S. Jill Jr. and Club 7 Awards at AWWA ACE. Congratulations to all for driving an increase in membership last year. With the news of the New England section, we will have to see how the Membership Challenge is potentially modified. Williams, Ballard, and Vail to continue finalizing the dropped member list to send out to council for reach-outs.

Member Engagement (Vail/Williams): New Member Coffee Break is scheduled for June 30th.

Diversity Committee (Garcia/Chappell): The second installment of the three-part webinar series is coming up July 14th. The workshop is still set for end of July. DEI is considering a possible WWN article submission.

YP Committee (Tryan): July 13th is the Bean Bag Tournament with the GLWA Young Professionals, and a Detroit Tigers game may be in the works. Tryan will be handing over chair of the YP’s to Rachel Zywiczynski at MI-ACE in the fall.

Industry Recruitment (Cox): A productive meeting was held regarding MI Career Quest. Cox has received a meter and hydrant for demonstration purposes. There is a slight breather right now for summer, but the committee will be participating November 13th and 14th in Novi. Work is ongoing to secure Bay College and Delta College participation at Joint Expo 2024.

Youth Ed (Caron): The committee is going to work on creating a mission statement to clearly define the purpose of the group and avoid overlap with other committees. Caron expressed excitement at continuing to collaborate with Industry Recruitment. Work to build up social media campaigns for October’s “Imagine a day without water” is ongoing and collaboration with the Communications Council will continue. Youth Ed is looking to have an in-person meeting to tie-dye volunteer t-shirts and will be looking to participate in the Holland Water Festival in August.

Volunteer Coordinator (Ignace): Staff is going to begin soliciting volunteers for MI-ACE earlier than last year, so be on the lookout for that sign-up.

Next Meeting: July 19th, 2023