Membership Council Minutes

November 15th, 2023

Attendance: Amy Vail, Frank Williams, Barbara Marczak, Zach Hampton, Alyssa Olson, Carrie Cox, Richie Garcia

National Membership (Vail/Vaulman): Fall meeting was last month and regional roundup was this month. MEDC is looking for a challenge/project to come up with deliverables for sections. Main focus is on how to increase operator involvement. Many sections are having difficulties attracting operators, who naturally tend to lean towards NRWA. Discussions were had on events that target operators as opposed to the typical golf-outing which is consultant and upper management-heavy. Service provider rates may undergo a study on whether they are set appropriately. The Association targets to have less than 40% of revenue come from dues, and the last of a three-year increase is coming in 2024. 2025-2030 strategic planning is underway. Membership summit is January 24-26th and an agenda should be published shortly. Three positions are available for the MEDC due to roll-offs. At the regional roundup a discussion was had on the value of the 90-day membership and whether or not a section can appropriately integrate a member in 90-days.

Membership Challenge (Vail/Williams): Membership challenge remains on track to meet our goal, however, the Association may not meet the overall goal of 50,500, negating the share of the prize money.

Member Engagement (Vail/Williams): No update.

Diversity Committee (Garcia/Chappell): No update.

YP Committee (Zywiczynski): Potential holiday party in the works. Ann Arbor and St. Joseph/Benton Charter plant tours were successful.

Industry Recruitment (Cox): MI-Career Quest was excellent. WRC was located in Healthcare section, which was preferred over Construction section. The time with students was short, approximately 30 seconds. Carrie will have to weigh whether it is more beneficial to attend water festivals or more MI-Career Quest events. There are fifteen across the state, but Grand Rapids and Novi are the largest and should be prioritized. It would be helpful to streamline the setup and activities with a unified message as to how the water and wastewater industry protects public health. WRC went to middle school career fairs in Oakland County last week to educate children on why we chlorinate water. This outreach was also successful.

Youth Ed (Olson): Working on power point presentation that will be all-encompassing with videos, links, etc.. Want to make shareable for all to access and tailor to their specific needs.

Volunteer Coordinator (Ignace): Volunteer orientation will now be the second Thursday of every January, April, July, and October.

Next Meeting: December 20th, 2023