Membership Council Minutes

April 19th, 2023

Attendance: Amy Vail, Barbara Marczak, Frank Williams, Carrie Cox, Maggie Vaulman, Zach Hampton, Bonnifer Ballard, Michelle Zdrodowski, Matt Parks, Kyle Tryan

National Membership (Marczak/Vaulman): Marczak has been asked to write up a piece on Chuck Van Der Kolk for the Association’s Award for Member Recruitment. Vaulman will send Ballard what the Association has and Ballard will send to Marczak for comment.

Membership Challenge (Vail/Williams): 90-day free trial signups are being marketed “off the cuff” at the Spring Regionals. Marczak will send Ballard bullet points to include in the “Section Update” for fall regionals. Follow ups with organizations that have dropped will continue to be done, ideally by someone who knows a member of that organization personally. Follow ups with individual members who have dropped will continue to be split amongst the Council. The latest list of dropped members will be obtained and split amongst the group. No action is needed for GLWA members. Those members have a 6/30/2023 expiration date that will be automatically renewed by the Association.

Member Engagement (Vail/Williams): New Volunteer Orientation is scheduled for May. Next New Member Coffee Break is TBD. There is a social media campaign in the works for Drinking Water Week. The Communications Council is heading up that effort. Happy Volunteer Week to the Council.

Diversity Committee (Garcia/Chappell): A three-part webinar series will begin in April and run monthly though June. The second workshop is scheduled in Grand Haven in July. The DEI Committee is applying for CEC’s with EGLE.

YP Committee (Tryan): 25 attendees are signed up for Water Works Park on April 20th and 15 are signed up for Plainfield. May 18th will be a Seasoned/Unseasoned professionals meetup in Battle Creek. July 13th is the proposed date for a Bean Bag Tournament with the GLWA Young Professionals. Vail to send Tryan the contact information for the EGLE Young Professionals to attempt a connection.

Industrial Recruitment (Cox): Oakland County Career Day went well and featured a “Water Track” for sixth grade students. GLWA is hosting a career day on May 11th that Oakland County WRC will be attending. MWEA has formed an outreach committee and will assist at MI-Career Quest in the fall. Cox is looking for a hands-on activity for this event. MWEA is also putting together a schedule of career fair type events.

Youth Ed (Caron): No update

Volunteer Coordinator (Ignace): A brief conversation was had regarding Utility Memberships and the possibility of growing the enterprise model. A demonstration of the new website was given. All are encouraged to explore it, edit their profiles, and give feedback to section staff if any broken links are found.

Next Meeting: May 17th, 2023