



Board Meeting Minutes
March 12, 2010
Public Safety Center
700 SE Douglas Avenue
Roseburg, OR 97470

Meeting was called to order at 10:04 AM.

Board Meeting Attendance:

Peggy Keppler	City of Eugene	President
Gregg Weston	DEA	Past-president
Mark Schoening	City of Eugene	Treasurer
Bob Patterson	City of Pendleton	Secretary
Delora Kerber	City of Wilsonville	Director
Elizabeth Papadopoulos		Director
Marty Anderson	ODOT	Director
Todd Watkins	Washington County	Director

Board Members Absent:

Mary Meloy	Consultant	President-elect
Hugh Kalani	Retired	National Delegate
Terry Song	HTNB	Director
Russ Thomas	City of Newberg	Director

Others in Attendance:

Nikki Messenger	City of Roseburg	Spring Conference Chair
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Minutes of February 12, 2010 meeting:

To be written and submitted later.

Treasurer's Report:

Total expenses through February 2010 were \$13,778.94; total revenues through February 2010 were \$2,266.90 which included the 2009 4th quarter Chapter rebate from National.

Education Revenue

Advertising on track

Stipend

1 Chapter Rebate

\$500 WWSS in East Oregonian

March/April is busy with training

National approved 2009 audit

Storm Water Summit- still not reconciled

Math counts- money for competition

APWA is \$2000

Charitable- Public Works Week

Engineers Without Borders

Motion was given to accept Treasurer's report; it was seconded, and then approved

National Delegate's Report:

No report.

President's Report:

Les Miller- Flood fights make a stand

Advocating/lobby- not typical

Post website

Pam Berrian- telecommunications

Newsletter Posting

Pass on to national

Chapters leaders form – Mark

Christina Davis – National

June 2011 (1st week)

Sustainability

Chapter – advertising support

150 or so...

Proclamation to government's office

Inspector Certification:

Newsletter & conference (recognition for George Cartales and Tonia Mathieu)

Pace Award- qualified

Gordon- award submittals to national

Ed Wegner Application

Spring 2010 Conference Report:

Website up...

Tri-fold- bump in road

Two speakers drop

7 Executives & 14 Delegates - registered

Draft of technical sessions (Mary- 1 ½ weeks ago)

Laptop/ Projectors

Speaker Gift

Quilt – Scholarship Committee (still not known how to handle)

Conference information – storage

Go through materials at conference

Keynote- Thursday and Friday

Tribe officials for welcome

Profit estimate at \$9,000

Rooms available for \$59 – blocked at \$89

Fall 2010 Conference Report:

Schedule has been put together with NWPWI consideration

Entertainment being lined up

Tours of recent and soon to be completed projects

Wine tour, cooking class, and arts class for guest program

Golf tournament at Wildhorse Resort or Pendleton Country Club

Streetscape pre-conference workshop with Greenworks

OEMA/APWA:

Location for joint conference Fall 2012 not confirmed yet...

Spring Conference 2011:

Clark County

Hilton in Vancouver (169 Rooms) & Red Lion (140 Rooms)

385 - typical attendance

Camas Meadows – Golf

Do our schedule – Friday AM

**Pettis memorial / Gizmo
MOU- Proportionality
Copy of ASCE**

Conference costs set by Board:

\$325 Delegate

\$350 Vendor

\$145 Retiree

ESAC for Oregon CEUs

Proposal from Maggie for conference services:

Amendment to contract

Full services in future

Spring 2012 – Valley River Inn, City of Eugene

National Chapter Dinner:

Price under \$50

Local bus service

Take registration here

1) via Maggie

2) via National (use)

Strategic Plan (continued discussion):

Goals

Improve connection to and between members

**Ways to engage: Conference and newsletter, click listen and learn, education
workshops, and luncheons**

Objective 1) A) 3: Lou provide welcome

Solicit stories

Board members debrief feedback

Noon- Food

12:30: - Back to it!

Everyday Heroes Award

Stimulus II

APWA presence?

LOC Eugene in September

AOC Eugene in the 3rd week of November.

Conference board- electronic- Eric

Membership flyer- Lou

Everyday Hero Award:

Todd – Josh Hieter as nominee

Sat (tomorrow)- benefit banquet

WA County – Public Works Week – Washington Square

Present at June 11 Board meeting

Take back and discuss

Acknowledgement at conference (Spring)

Stimulus II:

Barely passed transient budget
We are obligated 100% for Stimulus I, here and nationally
Out of the 50 states, 36 states did not share at all with county and cities
Oregon shared the most
Saved on environmental.
Model for future
Discussion:
Feds- more money to local

Strategic Plan (continued):

Cultivate non-members for volunteer opportunities. Also "members."
Engage NWPWI/ luncheon attendees.
Bridge silos created with short schools.
"The" Committee
National Strategic Plan – good overview
Tactical Plan- Refine into more detail

Peggy will take national sp and refine to our chapter.

Greg will take "educational" goal.

Elizabeth will take "connections" goal

Peggy OBJ 1/3 "APWA

Mark OBJ 2

Todd OBJ 4

Adjournment was at 1:36 PM.

2010 Board Meeting Schedule (remaining):

Apr 27 Canyonville (Spring Conference)
Jun 11 Washington County
Jul 9 Eugene
Sep 10 Pendleton (Friday before 100-year Anniversary of Round-Up)
Oct 12 Pendleton (Fall Conference)
Nov 12 Eugene
Dec 10 Central Oregon (TBD)

Respectively submitted,



Bob Patterson
Secretary

BP/jh/mc

Attachments:

- Budget Report, ending February 28, 2010
- National APWA Strategic Plan
- APWA OR Chapter Tactical Plan - 2008

**Oregon Chapter APWA
Budget Report
Ending February 28, 2010**

Category Description	Actual 2/28/2010	Budget 2010	Difference
INCOME			
407 Conference Revenue		\$107,500.00	-\$107,500.00
408-Educational Seminars	\$17,396.00	\$145,000.00	-\$127,604.00
420-Std Spec Sales		\$500.00	-\$500.00
423 Product Sales		\$0.00	\$0.00
430 Advertising	\$425.00	\$1,500.00	-\$1,075.00
435 Scholarship Foundation		\$0.00	\$0.00
460 Interest	\$41.52	\$250.00	-\$208.48
466 APWA National Stipends	\$600.00	\$600.00	\$0.00
990 Chapter Rebates	\$1,443.04	\$5,500.00	-\$4,056.96
TOTAL INCOME	\$19,905.56	\$260,850.00	-\$240,944.44
EXPENSES			
500 Conference Expenses	-\$641.35	\$90,000.00	\$89,358.65
501 Conference Deposit		\$0.00	\$0.00
502 Educational Seminars	-\$5,431.80	\$145,000.00	\$139,568.20
552-Board Travel		\$6,000.00	\$6,000.00
560-Office Occupancy Expense	-\$100.00	\$600.00	\$500.00
575-Insurance	-\$426.00	\$500.00	\$74.00
615-Board Meetings	-\$273.50	\$1,200.00	\$926.50
675-Speakers & Trainers		\$0.00	\$0.00
680-Professional Fees	-\$400.00	\$2,400.00	\$2,000.00
700-Office Supplies	-\$84.99	\$700.00	\$615.01
705 Newsletter & Directory		\$0.00	\$0.00
725 Telephone	-\$100.00	\$600.00	\$500.00
730 Postage	-\$70.61	\$500.00	\$429.39
820 Website	-\$120.00	\$200.00	\$80.00
861 Awards		\$1,500.00	\$1,500.00
862 Student Scholarships	-\$3,500.00	\$6,000.00	\$2,500.00
865 Employee Scholarships		\$0.00	\$0.00
866 Community Outreach	-\$2,500.00	\$5,000.00	\$2,500.00
880-Taxes		\$300.00	\$300.00
890 Bank Charges		\$100.00	\$100.00
898 Misc Expenses	-\$130.69	\$250.00	\$119.31
TOTAL EXPENSES	-\$13,778.94	\$260,850.00	\$247,071.06
OVERALL TOTAL	\$6,126.62	\$0.00	\$6,126.62

Net Worth - As of 2/28/2010		12/31/2009
ASSETS	Balance	Balance
Cash and Bank Accounts		
Business Account-PCB	\$12,580.35	\$13,391.00
Educational-West Coast Bank	\$27,188.43	\$28,708.03
Money Market-PCB	\$40,349.30	\$30,367.78
Conference Account-PCB	\$4,358.65	\$5,000.00
TOTAL Cash and Bank Accounts	\$84,476.73	\$77,466.81
LIABILITIES		
Outstanding Checks		
Business Account-PCB	\$1,243.30	\$300.00
Educational-West Coast Bank	\$1,400.00	\$1,400.00
Conference Account-PCB	\$0.00	\$0.00
TOTAL Liabilities	\$2,643.30	\$1,700.00
OVERALL TOTAL	\$81,833.43	

APWA *Strategic Plan*

AMERICAN PUBLIC WORKS ASSOCIATION

Adopted by APWA Board of Directors September 16, 2009

Why do we exist?

The American Public Works Association exists to develop and support the people, agencies, and organizations that plan, build, maintain, and improve our communities. Working together, APWA and its membership contribute to a higher and sustainable quality of life.

What differentiates us? What unique value do we offer?

APWA is uniquely positioned to create valuable connections and solutions for those serving our communities through public works.

As the only organization covering the breadth of public works, we offer our members an unparalleled network for information, education, professional development, advocacy, and social interaction.

To remain the best resource and network for those committed to public works, we must:

- Bring together the full spectrum of professionals and practitioners who serve the public through careers in public works.
- Help communities understand the critical role of public works in our lives.
- Define the knowledge, skills, and leadership required to meet our communities' evolving public works needs.
- Provide a comprehensive approach to education, professional development, and continuous learning that prepares and qualifies those in public works to meet these needs.

Just as there remains much to be done in the field of public works, so there is much more to do to support public works professionals and practitioners than any one organization can achieve. As a result, we must carefully prioritize our resources to achieve those goals that APWA is uniquely positioned to meet. Utilizing the wide and varied expertise of our active members and dedicated staff, we will develop and provide programs, products, and services for the benefit of the public works community. We will also partner with other associations and organizations that support public works in order to meet other strategic needs and requirements of our profession, including advocacy, education, and information.

To ensure the future health and sustainability of our organization, we will seek to grow our membership base, as well as the engagement of new and existing members. To succeed at these complementary and reinforcing goals, we believe we must find new and innovative ways to recruit and serve members where they live and work. This will open up new opportunities for national and chapters to support our members, as well as each other, differently.

APWA is proud and humbled by the uncommon loyalty and dedication that we demonstrate to each other and to the association. As leaders, volunteers, and staff we are committed to earn their continuing engagement by offering the uncommon service and value that they deserve. Together, we build a great association, and through our service to our members, we make a difference in our communities.

What are our values? What do we stand for?

We believe that our association and its members embrace and demonstrate several core values that will not be compromised. Among these are:

DIVERSITY

We are proud that our association and its members demonstrate a commitment to diversity, including background, education, training, experience, generation, and geography, among others. We are an umbrella organization dedicated to serving the remarkable breadth of people committed to public works.

INCLUSIVENESS

We are firmly committed to operating as a family of professionals and practitioners to serve the public works community through our association. Our governance and leadership structures ensure that all of our members have a voice and an opportunity to serve our association and profession.

PARTNERSHIP

We believe partnership is critical not only to the effective performance of public works but to the mission of our association. Our success is dependent upon the effective partnership of professional and practitioner, national and chapter, staff and volunteer, APWA and other organizations with aligned missions. Together we all serve our communities through our commitment to the field of public works.

SERVICE

We are proud to serve our members who serve their communities through careers in public works. We strive to ensure that the public is aware of the importance and contribution of those who humbly and quietly plan, build, maintain, and improve our communities.

ACCOUNTABILITY

We expect, as public works professionals and as members of APWA, to be held accountable to the commitments that we make. We commit to the public and to each other to say what we do, do what we say, and complete what we start.

SUSTAINABILITY

We recognize that building sustainable communities is the greatest challenge to public works in the twenty-first century. We are committed to promote and support our members' continuing efforts to advance sustainability in their communities and to ensure that our organization embodies sustainability in its operation as well.

Where are we headed? What are some of the key priorities in our 2014 vision for APWA?

Based on our shared understanding of why APWA exists and what strategically differentiates our association, we have identified the following strategic priorities to help achieve our five-year vision. We believe that continuing to advocate for public works is fundamental to our success in the identified initiatives.

GROW AND STRENGTHEN MEMBERSHIP

- Add new individual, agency, and corporate members from identified target markets
- Continue to enhance the APWA brand as the resource on public works for professionals, practitioners, public officials, administrators, and the public at large

UTILIZE TECHNOLOGY TO BETTER ENGAGE AND SERVE MEMBERS WHERE THEY LIVE AND WORK

- Enhance website services
- Support social networking
- Develop and deliver virtual products and services (including training, publications, and events)

OFFER AN INTEGRATED AND COMPREHENSIVE APPROACH TO PROFESSIONAL DEVELOPMENT AND EDUCATION

- Plan for the continued development of the certification and the certificate programs
- Expand the accreditation program

SUPPORT AND STRENGTHEN CHAPTERS

- Work with chapters to boost their capacity to engage and serve members
- Offer support and technical services as identified in collaboration with chapter leaders

CONTINUE DEVELOPING THE PREEMINENT CENTER FOR SUSTAINABILITY

- Lead the industry in supporting the planning, building, and maintaining of sustainable communities
- Plan for the continued development of the APWA Center for Sustainability

ENSURE APWA'S FUTURE SUSTAINABILITY

- Plan for future revenue and resource growth to expand and sustain our services and fulfill our mission
- Carefully monitor expenses and reserves to ensure long-term financial viability

We will use these longer-term strategic initiatives as a roadmap and filter to help identify those programs and action items that represent the right next steps to fulfilling our vision for the future of APWA. We will continue to engage in an ongoing strategic dialogue, at all levels of our organization, to ensure that we prioritize and allocate all of our resources – human (volunteer and staff), material, and financial – to achieve our long-term shared vision.

GOAL: Improve Connections to and Between Members

Action Steps	Responsibility	Largest Finish Date	Status/Comments
<p>Objective 1: Value and develop members</p> <p>A) Involve first timers leaders</p> <ol style="list-style-type: none"> Develop new member orientation Mentorship Welcome contact from board members within 30 days <p>B) Board members visit member agencies and organizations</p> <p>C) Get testimonials from members</p> <p>D) Member recognition</p> <ol style="list-style-type: none"> Awards Publicity/news releases about member awards/accomplishments 	<p>Barbara B Elizabeth P Rick O</p> <p>Marry A</p> <p>Ron P</p> <p>Gordon Munroe</p>	<p>06/13/2008 06/13/2008 02/08/2008</p> <p>04/15/2008</p> <p>04/15/2008</p> <p>03/14/2008</p>	<p>Ron Kampe Plan from Leader&Mgmt Letter and call</p> <p>Develop plan</p> <p>At conferences</p> <p>Develop plan</p>
<p>Objective 2: Strengthen Leadership Base</p> <p>A) Groom future officers from members</p> <ol style="list-style-type: none"> Pool should include line members <p>B) Analyze and develop committee structure to meet interests and needs</p> <p>C) Short-term "action items" committee</p>	<p>Jim McLaughlin</p> <p>Rick O</p>	<p>03/14/2008</p> <p>02/13/2008</p>	<p>For a plan of action</p> <p>Thoughts/plan on reorganization; need input from</p>

GOAL: Provide/expand meaningful education opportunities for members

Action Steps	Responsibility	Largest Finish Date	Status/Comments
<p>A) Establish regional bi-monthly lunch meetings</p> <p>Start with southern Willamette Valley (partner w/ASCE)</p> <p>B) Activate private partnership committee</p> <p>C) Use website to expand educational offering/info for members</p> <ol style="list-style-type: none"> Create "got questions?" web page <p>D) Expand charge of conference steering committee</p> <p>E) Expand charge of education committee</p>	<p>Kurt C, Ken Fuller</p> <p>Corky L</p> <p>Eric J</p> <p>Terry C/ Gregg W</p> <p>Gordon Merseeth</p>	<p>03/15/2008</p> <p>02/01/2008</p> <p>04/15/2008</p> <p>04/15/2008</p> <p>04/15/2008</p>	<p>Launch meetings at spring conference</p> <p>First meeting scheduled for February</p> <p>To come up with plan; may involve \$\$</p> <p>Rick will call Terry. Terry will ID members of With Peggy to analyze fiscal issues</p>

GOAL: Strengthen and broaden service of Oregon APWA to members and member agencies		Responsibility	Target Finish Date	Status/Comments
Action Steps				
Objective 1: Determine "who" we are now.				
A) Look at member survey done last Fall. <ol style="list-style-type: none"> How do you reach the 78% and external input that did not respond to survey. 				
B) Develop a new member survey.				
C) Research the existing membership with respect to organization and affiliation (private or public; active or				
D) Determine who we are not; any gaps in membership from other public work sectors.				
E) Look at mission statement and compare against National's mission statement				
Objective 2: Determine what our members and agencies want and need				
A) Look at member survey done last Fall. <ol style="list-style-type: none"> How do you reach the 78% and external input that did not respond to survey. 				
B) Target top 5 organizations (member and nonmember/public and private) with personal phone calls from				
Objective 3: Determine "who" we want to be.				
A) Accumulate data from objectives above and develop a draft of a strategic plan				
B) Explore/Implement student membership				
Objective 4: Determine the audiences we need to reach and how.				
A) Young Professionals				
B) Larger Organizations (i.e., ODOT, City of Portland) <ol style="list-style-type: none"> Involve them in initiatives of common interest. Ask them to fill openings on their rosters. 				
C) Non-members that attend Educational Courses. <ol style="list-style-type: none"> Follow up call. Reduced membership fee. Evaluation questions. Information on benefits of Membership and classes. Conference discounts. 				
Jim Carnahan Eric Jones Barbara Blair Barbara Blair Peggy Keppler	02/08/2008	Contingent on step A		
Jim Carnahan	06/15/2008	Fact finding mission		
Board Yvonne McClain/Gene Appel	09/30/2008			