



*American Public Works Association  
Arizona Chapter  
P.O. Box 72720  
Phoenix, Arizona 85050*

## *2016 APWA Arizona Strategic Planning Meeting Notes*

**Prescott Valley Public Library  
7401 E. Civic Circle,  
Prescott Valley, AZ 86314  
Friday, October 21, 2016 - 9am-4pm**

### **9:00 – 9:20: Welcome – Kim Moon**

- **Intros** (See attendee list below.)
  
- **Thoughts and Goals for Today's Meeting – Ray Dovalina**
  - Change of fiscal year & impact.
  
  - **Goals of the Board for the coming year (18 months)**
    - Reach out to N&S branches
      - Board members attend their meetings more regularly
    - Membership
      - Focus on university grads
        - Engineering & other areas
    - Government engagement/advocacy
    - Public agencies coordination become more forth coming on upcoming projects (design, construction, etc.)
    - Reach out to “sister” organizations w/in PW industry
      - SWANA, AZ Water, ASCE, County Engineers, etc.
      - Invite to mtgs.
      - Attend their conferences
      - Panel program @ meeting
      - What sets APWA apart from other org's?
    - Committees: board to engage & support
    - Budgets: Board & committees & branches
    - Amanda suggested having representatives from other organizations do a panel discussion at a future luncheon

### **9:20- 9:50: APWA National Leadership – Brad Patterson**

- **National Vision & Goals**
  - SP not consistent in all chapters
  - National acknowledges all are volunteers
  - Held members after Congress (843 then vs 834)
- **Chapter Resources: A to Z of APWA**
  - (See PPT presentation by Brad)

- 63 chapters
- Chapter Accounting: works w/ chapters (Cristina Carter / Justina Cox (Compliance))
- ALL events must be posted on calendar
- National exists to strengthen & support chapters
  - Website Upgrades in process
- Chapter Leadership Training: Feb 16 & 17, 2017
- State Conference App: coord w/ ACEC
- StudONet: present APWA to all colleges in 2017
  - What is one thing you learned today? (3x5 card)
  - National has all info/supplies
  - Millennials will join org's like APWA
    - Give volunteer op's
- Tech Committee involvement
- Webcasts / Chapter Learning
- Student Chapters
  - ASCE dominate on campus
  - Need faculty champion
  - Suggestion – bring membership applications to student presentations
  -

**9:50 – 10:15: 2017 Budget – Rob Kidder**

- **Changes to Financial Report**
  - Per Justina Cox & Christina Carter: 6 month budget for FY2017 (Jan to June 2017)
  - RK handed out summary from 2016. If no response by Oct 31 RK will cut 2016 in half.
  - Rob Kidder will adjust to accounting codes
  - Membership
  - Communications: Looking into new software. Investigate FY2017 & propose in FY2018
  - Branches: Branches accountable to chapters. Any info/support from National for branches?
  - Board to approve in November
  - PWI is in 2016 budget

**10:15– 10:30      BREAK**

**10:30 – 12:00      Reflections from 2016 – Suggestions for 2017**

- **Loretta Flick – President**
  - Good year!
  - Programs good & well attended!!
  - Membership survey:
    - Good response #
    - Good service level given

- Will publish results in November newsletter.
  - Brad: AZ doing good job surveying members' satisfaction.
- Archive system still in process.
- PDH's can be provided for attending lunches (are not CEU's). Add meeting notice. Each lunch must be "approved" by National; at least for initial.
- Leadership Training Support:
  - Can support branches attending (Nancy & Kim interested). Make budget request.
- **Greg Smith - Secretary**
  - Reach out to sister org's
  - Reach out to non-college educated PW staff
  - Reach out to community college & HS grad's
- **Sheila Hamilton - Chapter Administrator**
  - Goal: get committees communicate between each other & w/ Sheila. She needs the chairs to coordinate with her more (meeting notices, etc).
  - Committee chair orientation early in year.
  - Q'ly meetings between chairs & Sheila
  - 94 new members since January
  - Looking into possible new newsletter format/program
  - Work w/ GS to coord w/ "sister" organizations.
  - Suggestion: increase membership [dies-dues](#) by \$5 and give that \$ to the respective northern and southern branches
- **Others**
  - **BRAD:**
    - Do impromptu "interviews" w/ leaders & send to National for posting.
    - Click-Listen-Learn webcasts available for branches & agencies
  - **Kristin**
    - Do committee chair orientation early next year
  - **Cory**
    - Discount for YP attendance at meetings!?!
    - Add YP announcement at meetings
  - **Chris T-N**
    - Calmer year w/o Congress
    - Awards Committee does heavy lifting to get out
    - Board works well together
  - **Nancy Cole - Southern**
    - Slower recovery in area
    - More financial support
    - Educational versus general membership
    - Hold PWI in Southern area occasional
    - Have board members attend Sthn mtgs

- **Kim Moon - Northern**

- Different types of events
- 75 at Equipment Rodeo
- Skeet shoot vs golf for fund raiser
- Need to update bylaws
- Lots of retirees. Discounts available (40%). Can transfer membership from "home" chapter/branch to "current" residence.
- Have board member attend meetings - helpful
- Chapter can/will support branches financially if necessary

**12:00 -12:30 LUNCH**

**12:30 -4:00: Afternoon Discussion**

- **How do we engage all of the Public Agencies?**

- Get other valley cities to share project info @
- LF: what is the key to get APWA "in front" of decision makers for participation in APWA
- How to get PW in front of general public.
- Rob Kidder:
  - Agency rep's should put "peer pressure" on other agencies to attend luncheons.
  - Have a City Engineers table at luncheons?
  - Reach out to large variety of consultants/contractors
- What can agencies do to encourage participation at lunches?
  - Maybe we can invite an agency per luncheon (and cover their lunch cost) if they come and give a city update
- What is benefit to agencies of participation?
- Are there takeaways can give to attendees?
- Can we offer discounts for agency lunches? Charge more for non-agency folks & discount to agency folks!?!)
- ACTION ITEMS:
  - Letter to non-participating agencies inviting attendance.
  - Presidents table w/ special attendees
  - Financial support for meals.

- **Membership Drive**

- Loretta & Kevin will be working on membership issues.
- Set % growth rate? GS: 5%, Brad: 4%
- Start membership drive in run-up to conference? Discount
- Focus on small communities. Sell on-line support, no need to attend lunches.
  - Rural/Small communities. They can use on-line training options
  - Breakfast meetings: "What keeps you awake at night? What can we do to help?"

- Help them sell value of AWPAA participation? (Maybe send questionnaire to agencies asking needs?)
- Northern AZ communities are very spread out. How to get info to them? KM & SC willing to travel to "sell" APWA. (ASCE has greater presence in APWA in northern area.)
- YP
  - Mentorship program
  - Loretta F: What would membership drive towards YP look like?
  - Sheila H: Only 24 members fit w/in age category. Consider ways to subsidize YP participation.
  - Sandy N: Communication Committee emphasizing participation in social media.
  - Brad P: National defines YP as >35 YO w/ >5 yrs in industry for PWX. AZ to consider same criteria.
  - PWI (Wendy S) many participants new early supervisors.
  - Subsidize YP at State Conference
  - Board invite YP's to lunches.
- PACE
  - Defer discussion.
- **Committees (Liaisons/ Chairs)**
  - **State Conference (RB)**
    - Meeting in 2 weeks to debrief & plan.
    - Al F: Give passes to students to exhibit hall. There are national criteria. "Futures" program criteria from national.
    - Al F: Reverse trade show. Agencies man booths.
    - Invite "sister" org's to set up booth at conference.
  - **Events/YP**
    - Sci-tech Festivals: open to all ages. APWA set up booth (YP/Events)
  - **Education/PWI**
    - Next Module 2 April 24-26
    - Well received.
  - **Communication**
    - Setting up guidelines for article prep
    - Considering update to newsletter
    - Emphasizing social media use
    - Get info/feedback from other committees for articles
    - LinkedIn: Issues w/ national (Jarid) on setting up chapter email thru national to facilitate LinkedIn page.
  - **Diversity**
    - Future City judges required
    - ASU Senior Civil program & freshmen exploration night.
    - Summer Transportation (HS students)
    - Setting programs for MS & Elem

- **Northern/Southern**
  - What are limits of Northern branch? (Also do for Southern.) Kristin T says there was a map. She will locate & share.
  - Northern updating bylaws.
- **Government Affairs**
  - 10 members +/-
  - Align w/ goals/mission of national
  - Governor has committee looking into funding for state highway/transportation
  - Handouts on tables on legislative facts
  - Feb mtg w/ governor's rep & legislators re special funding task force
- **Programs**
  - Work to have programs 3+ months in advance
  - ASCE seems to have hijacked some our topics for their meetings (the week before ours)
  - Align programs w/ survey results.
- **Programs and Speakers/ Professional Growth/Next Generation**
  - (see discussions above)
  - Millennials don't use Facebook anymore. Twitter & Snapchat
  - Can send info to National who will re-post / re-tweet chapter items.
  - AGC YP (27 - 40) show up for leadership based issues & knowledge based issues.
  - Variety of program topics
    - Leadership/Personnel (TED Talks)
    - CIP
    - Survey
    - Safety/Equipment OP's
    - Technical field trips
    - Brewery & "Escape Room"
    - "Poo & Brew" field trip
  - Support for PW Prof who die in the line of duty.
  - "Orange Line" (FL)
- **Enhanced Education & Training**
  - Move educational items around the state (workshops, PWI)
  - PWI: do modules in N&S once per year & 2/yr in Valley
  - Can we work w/ local community colleges?



**American Public Works Association**  
**Arizona Chapter**  
P.O. Box 72720  
Phoenix, Arizona 85050

Submitted: 11/23/2016

*Gregory B Smith* – Secretary

AWPA/AZ

(Thanks to Kristin Tytler & Amanda McGennis for sharing their notes.)

**Attendees:**

Brad Patterson - [bpatterson@apwa.net](mailto:bpatterson@apwa.net)  
Ray Dovalina - [ray.dovalina@phoenix.gov](mailto:ray.dovalina@phoenix.gov)  
Greg Smith - [greg@gsmithconsultingengineer.com](mailto:greg@gsmithconsultingengineer.com)  
Robin Bain - [robin.bain@peoriaaz.gov](mailto:robin.bain@peoriaaz.gov)  
Amanda McGennis - [amcgennis@azagc.org](mailto:amcgennis@azagc.org)  
Kim Moon - [kmooon@pvaz.net](mailto:kmooon@pvaz.net)  
Miguel Aceves - [miguel.aceves@aecom.com](mailto:miguel.aceves@aecom.com)  
Cory Steele - [cory.steele@strand.com](mailto:cory.steele@strand.com)  
Kevin Murphy - [kmurphy@shg-inc.com](mailto:kmurphy@shg-inc.com)  
Sandy Nieble - [sniebel@woodpatel.com](mailto:sniebel@woodpatel.com)  
Sheila Hamilton - [sheila@gettingitdone.org](mailto:sheila@gettingitdone.org)  
Chris Turner-Noteware - [chris.turner-noteware@phoenix.gov](mailto:chris.turner-noteware@phoenix.gov)  
Kristin Tytler - [kristin.tytler@surpriseaz.gov](mailto:kristin.tytler@surpriseaz.gov)  
Rob Kidder - [robinkidder@cox.net](mailto:robinkidder@cox.net)  
Loretta Flick - [loretta.flick@cardno.com](mailto:loretta.flick@cardno.com)  
Nancy Cole - [nancy.cole@pima.gov](mailto:nancy.cole@pima.gov)  
Rod Penniman - [rpenniman@olssonassociates.com](mailto:rpenniman@olssonassociates.com)  
Wendy Springborn - [wendy\\_springborn@tempe.gov](mailto:wendy_springborn@tempe.gov)