President Kalynchuk called the meeting to order at 8:00 a.m. on January 23, 2004 in Kansas City, Missouri. In attendance were President Dwayne Kalynchuk, President-Elect Tom Trice, and Directors Tom DeMaio, Howard LaFever, Bob Freudenthal, Ben Wolfe, Larry Koehle, Dale Houdeshell, William Verkest, Ann Burnett, Jack Pittis, John German, Larry Frevert, Christine Andersen, Larry Lux, and Marshall Elizer. Past-President Marty Manning was absent. Peter King, executive director and Kaye Sullivan, deputy executive director staffed the meeting.

Consent Agenda
It was moved, seconded and carried that the Consent Agenda be approved as follows:

- That the APWA Board of Directors approve the August 27, 2003 Board of Directors Minutes, as amended to correct a misspelled word.

- That the APWA Board of Directors ratify the fax ballot approving the following policy/position statements (with the change of “ULCC Uniform Color Code” to “APWA Uniform Color Code” in each instance the color code is mentioned in policy statements):
  - Federal Sanitary Sewer Overflow (SSO) Policy
  - Uniform Temporary Marking of Underground Facilities and Excavation and Construction Surveys
  - Environmentally Preferable and Recycled Content Product and Service Procurement
  - Multiple Use of Rights-of-Way
  - Floodplain and Stormwater Quality Management
  - Funding for Water and Wastewater Facilities/Safe Drinking & Clean Water Acts
  - Permanent Buried Line Marking

- That the APWA Board of Directors ratify the Presidential Appointments as of January 2004.

Report of Executive Director
The executive director reviewed various activities of the association including progress on the APWA strategic goals through the various programs of the association.
Receipt of APWA July-June 2003 Audit
The Treasurer reviewed the FY03 audit with the Board and a motion was presented, seconded and carried to accept the July-June 2003 audit.

Report of Finance Committee
The Board received the FY2004 1st Quarter Financial Review Report. It was suggested that future reports use the terminology “surplus” or “revenue over expenses” instead of “profit.” Staff provided information on the new APWA insurance policy indicating that association events generally fall into three classifications: low risk, moderate risk and high risk. The low risk category events will be covered by our policy at the premium charged; the moderate risk category events will require a special endorsement and an added premium will be charged; and the high risk events category will need to be covered under a separate blanket policy. However, in order to secure coverage, APWA is required by the insurer to provide information up front on all the national, chapter and branch events for the calendar year. At some future point, the Board will need to determine how the high risk events premium will be allocated among National and the chapters or branches. Staff also provided information that through our new Directors and Officers insurance coverage, branch officers are covered to the extent that they hold an officer title in their branch Bylaws, that they are an APWA member and that they are identified in the APWA database as a branch officer.

Recess and Call to Order
President Kalynchuk recessed the meeting at 10:00 a.m. and called the meeting to order at 10:15 a.m.

November 30, 2003 Budget Report
The Board reviewed the statement of financial position and the statement of activities for November 30, 2003. The Finance Committee chair advised the Board the committee has requested staff to develop a summary and spreadsheet on each grant program revenues and expenses.

Recommendation of Fleet Services Committee on Certification Program
The Fleet Services Committee presented a proposal to the Board to undertake a feasibility study at a cost of $12,000-15,000 over a four-six month period. A motion was presented, seconded and carried that the APWA Board of Directors approve a feasibility study for a national fleet manager certification program by July 2004 at a cost up to $15,000, contingent upon the Executive Director’s ability to reallocate FY04 dollars to fund this study. A comment was made that if this certification is eventually approved, the association should review other areas for certification of its members.

Support for Professional Grounds Management Society (PGMS) Certification Programs
The Facilities & Grounds Committee presented a proposal to the Board to consider APWA support for two grounds certifications offered by PGMS for which APWA members would receive a fee discount. There is a possibility a revenue stream could also be negotiated with PGMS. A motion was presented, seconded and carried to pursue discussion with the Professional Grounds Management Society on a cooperative agreement for APWA to support the Certified Grounds Manager (CGM) and the Certified Grounds Technician (CGT)
certification programs as a value added benefit to APWA members. A suggestion was made to secure information on whether the Parks Association certification is through PGMS.

Report of Snow Conference Task Force on Site Selection Criteria
The Board’s Task Force to Review Snow Conference Site Selection Criteria presented a report and recommendations on their review of whether APWA is placing too much emphasis on the financial aspects of locations interested in hosting the North American Snow Conferences. Based on the study performed by the task force and the results of their review, a motion was presented, seconded and carried to accept the report and revisions proposed to the Snow Conference criteria scorecard. The task force determined that APWA is not placing too much emphasis on the financial aspects of the Snow Conference and recommended no changes to the existing policy and procedures other than some administrative changes which will be implemented by staff. The chair of the Winter Maintenance Sub-Committee will serve as an external evaluator along with staff who rates each city under consideration, utilizing the site selection scorecard.

Staff Report on Revision to Congress Schedule
A staff report was prepared in response to continued concern expressed from the membership over the length and cost of Congress. One of the options considered was the elimination of the Wednesday night banquet, as participation continues to decline each year. The Board discussed various alternatives and possible ways to increase attendance at the banquet. A motion was presented and seconded to eliminate the Wednesday night banquet from the Congress week schedule, beginning with the 2005 Congress in Minneapolis, Minnesota. The motion failed. A motion was then presented, seconded and carried to direct staff to review a variety of enhancements for the Wednesday night banquet at Congress to increase attendance at the event. A suggestion was made to include a question on the Congress evaluation form about the value of the banquet to attendees.

Report of Work Group on Advocacy
The Board received a report of the Work Group on Advocacy that was formed to clarify specific outcomes for advocacy, how those outcomes could enhance APWA’s advocacy efforts, and how an external lobbyist or firm could assist APWA in achieving those outcomes. Director German expressed his concern that the report and direction provided to staff was contradictory to the Board’s previous direction to retain a lobbying firm. Work group members noted that recent activity reports and the addition of staff in the APWA government affairs office, demonstrate that our advocacy efforts have been enhanced. The work group felt that retaining a consultant or firm should enhance our staff capability, and that utilizing any outside firm should be for the short term and have limited, specific objectives. A motion was presented, seconded and carried to proceed with enhancing APWA advocacy efforts, but that the Executive Director have the discretion to utilize budgeted funds to enhance staff efforts, and all funds would not be allocated to retain a lobbyist or firm, as originally discussed by the Board. It was noted that the Board’s action was a change in previous direction provided to staff.
Recess and Call to Order
President Kalynchuk recessed the meeting at 12:00 Noon and called the meeting to order at 12:45 p.m.

Report on Branding Project
The Board received an update on the APWA branding project and reviewed staff proposals on the four main elements of a brand’s identity architecture: 1) the brand name; 2) the tag line; 3) the brand logo; and 4) the color palette to be used in all communications from APWA. A motion was presented, seconded and carried to accept the four main elements of the staff recommendation on the brand name, the tag line, the brand logo and the color palette. Suggestions were made to be flexible with the use of the tag line and that the logo be recognizable when designed for a lapel pin or in other communications.

Report on Development of Partnerships/Business Alliances
The Executive Director reported on three pending partnerships/business alliances. APWA has held discussion with the Texas Engineering Extension Service (TEEX), but at this time does not have an outline of the benefits to APWA members. Further meetings with TEEX will be held. A meeting will be set with the US Army Corps of Engineers (USACE) within the next 30-45 days to discuss a formal partnership. The National Association of County Engineers (NACE) has requested an alliance agreement with APWA and a draft agreement will require some modifications prior to approval. The Executive Director is meeting with the Professional Grounds Management Society (PGMS) next week to discuss PGMS certification fee discounts for APWA members.

Recess and Call to Order
The president recessed the Board meeting at 1:45 p.m. on January 23, 2004. The Board then reviewed the process to be used for the Strategic Planning session and the Board participated in the Strategic Planning Meeting for the remainder of the day and all day on January 24, 2004.

In the absence of the president, President-elect Trice called the Board meeting to order at 3:45 p.m. on January 24, 2004. Board members in attendance for this portion of the meeting included President-elect Tom Trice; Tom DeMaio; Howard LaFever; Larry Koehle; Dale Houdeshell; William Verkest; Ann Burnett; Jack Pittis; Larry Lux; and Larry Frevert.

Discussion of Board Priorities for FY05
The Board identified issues of priority for staff concentration as they prepare the draft FY05 budget. Areas of concentration include target marketing for new membership in various demographic areas; media and communications plans for advocacy and the profession of public works; non-dues revenue sources; certification programs; more staff presence at chapter and branch meetings; delivery of programs to chapters/branches, including a Futures Program; and more reliance on partnerships/alliances for APWA member benefits. The Board requested that staff budget for a 3% dues increase effective January 1, 2005 and consider strategies/incentives for working with branches on national level membership.

Adjournment
President-elect Trice adjourned the meeting at 4:35 p.m. on January 24, 2004.
Respectfully Submitted, 

Kaye Sullivan  
Deputy Executive Director/COO 

2/02/04 

Approved: 

Dwayne Kalynchuk  
APWA President 

2/02/04