



August 16, 2018 at 11:00 a.m.
Double Tree Hotel & Convention
Center – Ironwood Room
Bloomington, IL 61702-3157

BOARD OF DIRECTORS MEETING

Present: Ed Markison, McHenry County, President
Barb Stiehl, City of Urbana, Vice-President
Howard Killian, City of Elmhurst, Treasurer
Mark Doerfler, Wauponsee Township, Secretary
Don Wenzel, City of Rolling Meadows, Past President
Sarah Harbaugh, IPWMAN Executive Assistant
Joe Cronin, City of Lockport, Region 2
Gary Holm, City of Batavia, Region 3
Vince Kilcullen, Village of Algonquin, Region 3
Vydas Juskelis, Village of Villa Park, Region 4
Elias Koutas, Village of Palatine, Region 4
Ed Andrews, City of Washington, Region 7
Kelly Kerr, Management Committee

Present by Phone: Sam Tesreau, City of Rochelle, Region 2
Steve Miller, City of Effingham, Region 9
Greg Smothers, Williamson County Highway, Region 11
Sean Henry, City of Carbondale, Region 11
Jeff Ruth, Information Technology Committee
Scott Weber, Village of Hanover Park, Operations Committee

A. Call to Order 11:03am

B. Roll Call/Introductions

C. Approval of Minutes:

*Motion was made by Vydas Juskelis to approve the minutes of the May 3, 2018 meeting.
Elias Koutas seconded the motion.
Voice vote was taken. Motion passed unanimously.*

D. Other Items Needing Approval

a. Operations Plan

*Motion was made by Joe Cronin to approve the edits made to the Operations Plan.
Mark Doerfler seconded the motion.
Voice vote was taken. Motion passed unanimously.*

E. Report of Officers

- a. President's Report - There are three main items that need to be covered; TOIRMA Representative in attendance to discuss Township memberships in IPWMAN, discuss the conference and the marketing plan.
- b. Treasurer's Report
 - i. Current balance is \$82,230.02 which includes deposits of \$40,062.50 and withdrawals of \$45,489.55. Howard sent out 120 dues invoices. There are a couple of agencies without an address and/or email. If a couple of the agencies have not responded in a couple years what is process to keep them as agencies or remove them from our membership? Howard will look into that. Major expenditures - SEECOM, Insurance, Quickbooks, Sarah, website upkeep, MEOC - We have around \$1,300 cash rewards on the credit card. We will use that balance toward credit card charges. Howard will get budget out in next couple of weeks so it is ready for the Annual Meeting.
 - ii. The bank contacted Howard and asked if we want a link on our website for payments, for example dues and conference fees. Is there a cost? Howard thought it was around 50 cents per transfer. It would be worthwhile looking into this and figuring out what the cost is for having it? Is there a monthly fee? Do we want some of our money in a money market account to keep it safe from hackers, so we don't have all of our money in only one account? There is a minimal interest rate but still worth considering.
- c. Secretary's Report
 - i. We have 11 new members since our last meeting. 355 total members. Mark as secretary has sent out 100 new member packets.
 - ii. MEOC update - 100% deployable. Has a data network inside of it with internet, Google voice with two phone lines, one of which is fax capable. There are two televisions, the whole thing is white boarded, four main work stations and three more in the back. It has a siren, a generator which runs off of propane and a weather station. Mark is now working on a binder for step by step setup. The MEEOC will be at the conference. Funding - \$15,000 allotted. Spent \$13,287.00. A large portion of that was the weather proofing and repairing.
 - iii. Mark was going to order more membership stickers but Don gave Mark a bunch that he had.
 - iv. Sarah will get Howard a list of members.
 - v. Would it be worthwhile for Sarah to handle the billing? Sarah will take over.

F. Report of Standing Committees

- a. Operations Committee – Scott Webber - phone – a new duty officer schedule will be out by Monday at the latest.
- b. Management Committee – Kelly Kerr
 - i. By-laws, operations plan and policy manual are up to date.
 - ii. Apparel - contacted six different apparel companies. One company chose to cooperate. (Titan Image) There is a temporary website with a link but it isn't ready to take orders yet. We want to narrow down the selection of items we will offer so it easier to reproduce. They do a variety of items. They would open the site four times a year or so. That means they are only printing at one time not randomly. (www.companycasuals.com/ipwman/start.jsp) We can tie the link to the member portion of the website. We should have some items on display at the conference. We can set up computers so people can order. By logging in the website this company can then ship directly to the purchaser. Kelly will check with the vendor to see if they would like to have a complimentary booth.
- c. Membership Committee – Kent Cox – Not present
- d. Finance Committee – Howard Killian – talked to an audit firm. They can do an audit for 5-10k but it isn't going to be worthwhile; we would be better off doing an internal audit.
- e. Training Committee – Elias Koutas - September 15th-21st there will be duty officer training. Working with Menard County (near Springfield) to have a training in the southern part of the state. Have a second duty officer training in southern Chicago suburbs and a third training at the conference. These will be two hour training programs. Kelly Kerr will help. We are doing well keeping training updated on website.
- f. Technology Committee – Jeff Ruth – IPWMAN is on facebook, twitter and instagram. Please share and visit. Jeff is available to put out our information. He will add the apparel link. Ed confirmed that Jeff has been busy putting info out on social media. All of Jeff's efforts are appreciated.
- g. Nominating Committee – Betty Harrison – (Barb) Regional Directors from 2, 7 & 9 are up for election this year. Barb has made calls to current members. Dennis is a definite yes. Steve Miller and Toby Rinehart are looking for replacements. When Barb gets a slate we will send it out electronically one month before conference.
- h. Trailer Committee – Vince Kilcullen – Mark talked about MEOC. Vince has one and Joe has the other response trailer. The front rooms done on both. Trailer 1 & 2. Keep internal supplies labeled so items stay with their respective trailer. Hoping to bring one of the trailers down to the

conference. When the final list of contents is done Vince will send to Ed to keep on the capital tracking table. When they are completely done their permanent locations will be determined with one up north and one south.

i. Conference Committee – Mark Doerfler

i. 2018 Conference

1. Details

- a) Mark changed times a little bit to have four vs. three breakout sessions. Most people come down the night before so starting earlier shouldn't be a big deal.
- b) Reception - Seemed like we lost a lot of people because they are hungry so they leave to go have dinner. This year we will try and have heavy appetizers and food so people might stay and they can potentially interact with the vendors. One year they did brats the end of the last day. It was suggested we let people know ahead of time so people plan accordingly. Would the hotel have a brat cookout type of option? Whatever we do can be announced in one of the eblasts.
- c) To reduce a costs (because more is being spent on the reception) Mark will take away breakfast on Tuesday morning because it didn't seem to be used by very many people. There is a Panera next door and a breakfast in the hotel if people want to do that.

2. Speakers – Mark sent out schedule.

- a) Iowa power company is a tentative speaker.
- b) World Leader of drones, might be able to present on the 17th.
- c) APWA President-Elect agreed to speak as keynote.
- d) ITTF – Ed was going to send out a letter to try and get Mike Chamness – The ITTF Chairman. It would be nice to hear who they are and what they do. All of those agencies (ILEAS, MABAS, IDOT, IEMA) can talk about the MOU's we have with them. Have a small table top so we get a full idea of how things happen when there is a disaster.

3. Sponsorships – Harbaugh/Doerfler – Speakers get a free exhibitor spot. Sarah will send out a sponsorship form to people from last year's list. We have twenty-one board members. If everyone could get one sponsor/exhibitor. That would really help cover the cost of the conference.

4. Give a way's – Kilcullen – Duffle bags. Last year 's backpacks will be door prizes.

5. Schedule – Attached along with the conference budget.

6. Merging with another group 2019. 2019 is not feasible we can look into 2020.
Members can attend the IEMA conference which is free.
7. Survey – We will send out a survey the day after the conference. Trying to figure out why people leave before the second day or early on the second day. We will print two sets of colored nametags. Start earlier and try to end by noon. We could do a working lunch for the tabletop. Maybe box lunch to that and sit down first day. The idea of holding PDH certificates and giving them out at the end of the day was mentioned.

G. New Business

a. TOIRMA Discussion

- i. Mark introduced Jim Donelan Executive Director.
 - ii. TOIRMA insures 99% of the townships. TOIRMA is a highway driven organization. They cover general liability and workman's compensation not health insurance. 53% of the state's roads are township roads. He is very impressed with how far IPWMAN has come in the last ten years. They encourage intergovernmental agreements. They like the concept that we have an intergovernmental agreement with our members.
 - iii. How can TOIRMA encourage their people to join IPWMAN? Various ideas were voiced: Could TOIRMA get a reduced rate if they paid and agency's initial membership fee? Possibly lower rates for 1st year then have them go back up to the regular rate after that. Maybe TOIRMA reduces their rates if the township is an IPWMAN member. Maybe the township pays a reduced rate but TOIRMA supplements that rate so IPWMAN gets the full fee.
 - iv. If TOIRMA joins us there can be a partnership in educating our membership. TOIRMA and the Highway Commissioner Assoc. have numerous smaller meetings along with a larger conference. Could we partner with them for a conference?
 - v. Jim asked us to come up with three to four ideas of how to coordinate a joint agreement. He will then go back and present those ideas to his board. Creating an adhoc committee to come up with these ideas was suggested. Ed suggested the committee be comprised of the executive board plus whoever else would like to be on it.
 - vi. Jim will put us in contact with someone in his organization that can help with contact information for our township members.
- b. Marketing – Bonnie Woolard (Woolardmarketing) – Handout.

- i. Look at communication audit. Bonnie looked at a lot of stuff but not everything. We do have a style guide developed by web guys. Logo looks great. Bonnie reviewed the website. Looks great but maybe move information around and highlight certain things. For example maybe put the saying "Any size agency can me a member. No entity too small." on the front page of the website. Really push the link to join button. Need to improve phone and Ipad loading sites. She reviewed social media. We definitely need a new exhibitor booth.
- ii. Mark will send Bonnie a welcome packet. Have social media links. Social media is very labor intensive. A content plan would be worthwhile to develop. Maybe make a facebook group vs. general facebook feed. She would not recommend Instagram because it is more of a photo sharing site vs. having text along with it. There is a capability out there to have our events automatically eblasted to our members.
- iii. Bonnie will come up with a price to create an exhibit. The price will then be email voted on. It would be great to have a new exhibit for the conference.
- iv. Printed brochures – needed. Our current version has old logo, and we need it to drive people to the website. It would be great to create simple one page sheets that outline different activation statistics (case studies). They could be on the website also.
- v. Direct Marketing – We did a save the date postcard for the conference. Only other direct mail is a welcome packet. Direct targeted marketing might be something to think about for the future.
- vi. Public Relations – We have had a couple of articles published in a magazine and on-line. They are typically subscription based publications/newsletters. Emergency Preparedness – should we take more of a roll in pushing this type of information out to the public? Partnerships and collaborations are great ways to market ourselves. We need to be the “go to source for public works training and recovery assistance in the event of disaster”. This is the ultimate goal.
- vii. We need a marketing committee from various sectors to gather information on what makes people join, who is the decision maker so we can tailor our message to those types of people. Membership retention is not the issue; it is trying to get agencies to join. Townships are great agencies to target as would be water type of agencies. Is our goal just getting quantity of members or quality active members? We need to offer training or

something that people can't get elsewhere. We don't necessarily want a large quantity of members as much as getting coverage over the state.

- viii. Marketing is an ongoing process.
- ix. Sarah will send an introduction email for Bonnie and Anttix so they can work together on the website and Bonnie will be able to get our logo.
- c. ITTF update – Vydas Juskelis – Grants – Homeland security grant program. This grant program has to have a relationship with homeland security. Cannot use the grant to substitute something you are already doing it needs to be something new and unique. Training and capital equipment are great things. We are too late for this year but we need to be coming up with ideas now for next year. Need to coordinate with ILEAS and MABAS with our MOU's to help get grant funding. Darryl Dragoo is great contact to discuss what items would be good to apply for. Half the voting members will be at our conference. IPWMAN is getting more presence in the Critical Infrastructure committee.
- d. APWA License Plates – Don talked about memorial license plates for police and fire. Should we see if state will develop an Illinois public works plate like the federal has a memorial plate. Support APWA fallen heroes. Jennifer Hughes with APWA is involved. Don will reach out to her and lend her our support.

H. Old Business

- a. Regional IEMA Director Meetings – Region 3 (Vince) is tomorrow. Region 7 (Barb) is going.
- b. ILEAS files – Sean Henry said files were moved from ILEAS. Barb will check to see if ILEAS has gotten anything more since Sean picked up the files. Howard wants to send financial files down there also.
- c. MABAS MOU – weren't able to vote so it will be in October
- d. ILEAS MOU – in the beginning stage. Mark will follow up.
- e. IPWMAN Magnets – Markison – Ed is ready whenever he gets the go ahead on the logo. Email Antix and see if they have a high resolution logo.
- f. IPWMAN Capital Plan – Markison – waiting on Vince's trailers.

I. Next Meeting Date and Location

- g. Next Meeting Monday October 15, 2018 @ 6:00pm – Double Tree Hotel & Conference Center, Ironwood Room, Bloomington, Illinois

J. Adjournment

*Motion was made by Vince Kilcullen to adjourn the meeting.
Ed Andrews seconded the motion.*

Voice vote taken. Motion passed unanimously.
Meeting adjourned at 1:53pm.

August 16, 2018 Meeting minutes

BOARD PRESIDENT APPROVAL

Signature & Date _____

BOARD SECRETARY APPROVAL

Signature & Date _____