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WEST VALLEY WATER ASSOCIATION STRATEGIC PLANNING MEETING

Summary of the April 24, 2018 Board of Directors Strategic Planning Meeting held at City of Glendale Oasis Water Campus, Glendale.

BOARD OF DIRECTORS PRESENT

Mike Weber, City of Peoria, Board President
Cindy Blackmore, City of Avondale, Board
Vice President
Cynthia Campbell, City of Phoenix
Christine Nunez for Terry Lowe, City of
Surprise

Mark Seamans, City of Buckeye
Javier Setovich, City of Goodyear
Fred Schneider, Arizona Water Company
Drew Swieczkowski for Doug Kupel, City of
Glendale

PLANNING COMMITTEE MEMBERS PRESENT

Lacey James, City of Avondale
Gretchen Erwin, City of Goodyear
Alan Dulaney, City of Peoria

Frank Milam, City of Phoenix
Heather Turrentine, EPCOR Water

The Strategic Planning meeting began at 9:03 am. Teresa Makinen opened the meeting with an overview and purpose of today's session. She provided two handouts from previous planning efforts for the participants to review or have handy during today's work.

Teresa reviewed the current Bylaws and Mission statement and asked the participants what have we done well, or what have we accomplished?

- Progress with the Basin Study
- Progress in restructuring and renaming of the organization
- Membership development
- Engaging others
- Logo
- Leader Summits
- Developing new relationships
- Building trust

She then asked, what could we have done better, or where can we improve?

- Perception of moving slow – misunderstanding the “pieces”
- Better communication regarding Basin Study
- Making decisions slowly
- Trust
- Disjointed – where is the common goal?
- Lack of identity – what is it?
- Be realistic
- Take small bites
- Lack of resources
- Lack of focus
- How do we get there?
- Structure first or Results first??

Teresa then asked how the organization helps all of its members? Discussion took place regarding how to benefit all the members, including:

- Would like to implement solutions to tackle problems, start small.
- It's important to know what other cities and agencies are doing. Wants WVWA to be a forum for information. The organization lacks sharing information.

Teresa stated that in previous organizations for which she's worked, there were liaisons between various organizations, and someone from this group would be tasked to update the group. That might be a good way to exchange and keep updated on information.

Teresa then asked the group to take a look at the mission statement of the organization and make sure it still fits with where we'd like to go. Several participants indicated that the mission statement doesn't really explain who we are and there is somewhat of an "identity crisis" between the basin study activities and the actual organization.

Directors Weber, Setovich and Blackmore felt the organization should be a forum for discussion and information exchange. Christine Nunez, on behalf of Director Lowe, stated that they would like to see more lobbying for water, actions for legislation, for items that would benefit all agencies, an action-oriented organization. Director Blackmore feels the mission needs to be a voice or advocate for West Valley. Director Setovich believes the mission should be a platform for discussion for sharing information and resources for common issues. Director Seamans noted that it's important that there is no crossover amongst other similar organizations. Teresa stated that we'll revisit the mission statement later on this morning and see if we need to make a change.

She then asked the participants to list the top 3 priorities/goals that WVWA needs to address or do in the next 1-3 years. The following bulleted items were provided, and the group worked to put them into categories with similar responses:

- Scenario planning for water shortages (CAP, SRP & ground water)
- Figure out a clear value- add of association.
- Create common goals that directly impact each member
- Develop specific program/solutions to common issues that can be supported by all members
- Develop a "Who is WVWA" brand message
- Developing institutional purpose
- Establish key policies to move forward
- Identification of common issues/objectives
- Educate others (elected, media, public, etc)
- WVWA to be the main resource or point of contact for West Valley planning and economic development
- Common message to Legislature
- Develop strong presentations for all levels of government and economic development organizations
- Creating specific discussion forums
- Engage our Intergov's on critical H2O issues.

- Host informational meet and greets for Economic Development, Intergov's, Planning & Development Professionals
- Develop a strong relationship between all WVWA members.
- Information exchange on regular basis
- Improve relationships with AMWUA & other water associations to improve the free flow of information
- Inter-connects / infrastructure
- Long-term planning for ground water pumping & subsidence
- Organized plan to pursue grant funding for common infrastructure projects
- Drought messaging
- Emphasize West Valley commonality in water issues
- Develop common messaging for conservation & shortage messaging
- Regional voice for water related issues
- Demand side solutions

Teresa asked, What is the purpose of the West Valley Water Association, what would make you want to come to meetings, why is it important? The following responses were provided:

- Networking / information exchange
- Advance sustainability of individual members planning areas – resiliency, i.e., shortage and learning
- Networking / Common problems / Solutions
- Networking and information sharing then how they may relate to Planning and Development / Economic Development
- Recognized advocate for West Valley water sustainability. Get the message out. Be deliberate. Be strategic.
- Messaging – staffing
- Legislative issues from past [should look at those and start our work there]
- Actively advocate for more water in West Valley.
- Networking – a lot of experience

When discussed further, the following items were brought up which were of interest to the attendees:

- Conservation message (water efficiency)
- Engage other associations
- Legislative issues
- Presentations from other organizations or members and their agencies
- Demand side
- Shortage
- Drought plans FAQ's
- Get ahead of elected's comparing us

When asked about messaging, the group was asked what that might include:

- Beef up website – Blogging about messaging – maybe monthly
- Messaging is continually going to change and needs to be cohesive
- Develop common message that members can share with their agency and community
- Shortage – SRP/AMWUA has already started
- Business partners (not members)
- Frequency of messaging – who do we reach: members / contact list
- Develop demand side solutions
- Don't duplicate efforts (i.e., AMWUA)
- What's discussed at WVWA should invoke action at the individual organizations.

The group was then asked what items should be included in future agendas:

- Pertinent Topics
- Other associations updates – bringing back info from other organizations
- Legislative issues
- Member updates
- Presentations from other organizations or member's own internal staff or different departments
- Cascading message or "take away message" that members can take back to their organization.

Teresa asked the participants if there should be another Leader Summit and, if so, when that should take place. Director Campbell would like to see it take place after a common goal is formed and develop a message. Planning Committee Member Dulaney said it may be helpful to have a Leader Summit in summer of 2019 prior to the 2020 water shortage plan. It was also suggested to do presentations to smaller groups prior to the summit sharing who we are and where we're going.

The participants then discussed the mission statement and determined WVWA should have a new one to better define us. Discussion included the following:

- Should include information exchange / voice for West Valley / action-oriented / support each other in the mission statement.
- A platform for discussion and sharing of ideas and resources on common issues
- Define conservation – common issues
- Don't crossover other agencies
- Collaborate on common issues in support of WVW interests

MISSION STATEMENT: Collaborate on common issues in support of West Valley Water Sustainability. This will be ratified at the May 2018 meeting.

Teresa explained to the participants that we may need to re-evaluate where we're headed if we see a decline in interest amongst the members, and the participants agreed that would be appropriate. She then thanked the participants for their time and active participation and the meeting ended.