



## Executive Committee Meeting Minutes

July 11, 2013

**Present:** Aurora Mayor Tom Weisner, Chairman; Mary McCann, McHenry County Board member; Karen Darch, Mayor of Barrington; Mayor David Kaptain of Elgin, Melisa Taylor and Joe Haimann of Kane County Board member (alternate.)

**Also Present:** Paul Schuch of Kane County, Jody Wollnick of Kane County, Peter Wallers, President EEI, TAC Chairman; Anna Bicanic-Moeller of McHenry County Council of Governments, Mary Randle, Metro West Executive Director, and Chris Gentes, Lake County Municipal League Executive Director. Guest: Dr. Tim Loftus of Chicago Metropolitan Agency for Planning, Angela Zubco of Kendall County.

Mayor Weisner opened the meeting at 10 a.m.

**Approval of minutes:** Approval of the minutes of the May executive committee meeting was tabled until we have a quorum.

**New NWPA Representatives:** Because of the recent election results, several members of the NWPA executive committee will no longer be serving on the executive committee. Each of the affected Councils of Government will appoint new representatives. MCCOG and MWCOG have each chosen a replacement. Lake County Municipal League is working to confirm their replacement choice. We will also need to elect a new treasurer.

**Draft Strategic Plan Presentation by Dr. Tim Loftus of CMAP.** Beginning of strategic plan:

### ***Proposed Mission Statement –***

*The Northwest Water Planning Alliance (NWPA), formed by intergovernmental agreements, seeks to collaboratively plan for and steward our shared river and groundwater resources to ensure a sustainable water supply for the people, economy, environment and future generations.*

*Proposed vision statement: “We will have dependable supplies of water for generations to come.”*

**Goal:** A more focused desired end state to be achieved, typically a “high level” statement.

***Objective:*** A concrete statement describing what is to be achieved, written at a “low level” and meant to be evaluated to determine whether it was achieved or not. Well-worded objectives should be Specific, Measurable, Attainable, Relevant, and Time-bound (SMART).

**Strategy:** A statement of the means to be used to achieve objectives.

**Evaluation Measure:** Metric used to determine whether objective was achieved.

**The following three goals are proposed:**

- 1) *Build the organizational capacity to achieve mission.*
- 2) *Promote education and outreach to raise awareness of the value of water.*
- 3) *Establish sustainable water policies and practices that are widely adopted.*

**Goal 1 of 3:** Build the organization capacity to achieve mission.

**Objective** – Develop an annual stream of revenue.

**Strategy** – *Re-evaluate membership dues.*

**Strategy** – Pursue grant opportunities.

**Evaluation Measure** – Review budget at end of first year (from approval of strategic plan by the Executive Committee (EC)) and change expected during year ahead.

**Objective:** Develop a work plan / budget and prioritize activity based on annual revenue; hire accordingly.

**Strategy** – Determine need for staff.

**Evaluation Measure** – Document that we have a work plan and budget..

**Objective** – create a structure (i.e., process and products) for communication with and engagement of members.

**Strategy** – Produce an annual report.

**Strategy** – prepare news and activity updates and action requests for delivery to and by council of governments and county boards.

**Evaluation Measure** – Track COG and county board agendas for number and frequency of NWPA discussion topics; document EC approval of first annual report (the timing of which is to be determined.)

**Goal 2 of 3:** Provide education and outreach to raise awareness of the value of water as a finite resource.

**Objective** – Promote a water-use conservation and efficiency ethic.

**Strategy** – Encourage members to participate in the neverwaste.org campaign.

**Strategy** – Encourage members to become WaterSense partners.

**Strategy:** Encourage adoption of Water 2050 recommendations.

**Evaluation Measure** – Track number of members that are participating in the neverwaste.org campaign, using the water-bill insert messages, WaterSense program, or other related activities.

Promote a water use conservation ethic.

Objective: incorporate ongoing educational opportunities for two different audiences: school-age children and elected officials.

Strategy: collaborate with other organizations (e.g. AWWA, NGA, IISG) to apply existing education programs and/or staff resources.

Strategy: Approach local college to develop a short film(s) for one or more K-12 audience (e.g. 3rd, 7<sup>th</sup>, and 11<sup>th</sup> grades.)

Strategy: Build on high-profile events such as Fix-A-Leak Wee, World Water Day, etc.

Strategy: Work with local school districts and member municipalities to emulate the City of Batavia's annual "utilities field trip" mode.

Strategy: Prepare briefs for newly elected officials.

Strategy: Develop and make presentations to COGS, village boards/city councils, and county boards to coordinate with delivery of annual reports.

Strategy: Work with COGs to implement strategies.

Evaluation Measure: Track number of products/services delivered.

**Goal 3 of 3:** Develop sustainable water-use policies and practices that are widely adopted and protective of water supplies.

**1. Objective** – In terms of water use, define “sustainability” *by each water source*.

**Strategy** – Review the literature and other users (i.e., places) for how sustainability is defined and made operational; gain agreement within the Technical Advisory Committee (TAC) for a recommendation to be made to and approved by the Executive Committee. Strategy: Consider ISWS model/guidance to optimize new well locations to avoid well interference.

**Evaluation Measure** – Have a working definition of sustainability that guides policies and practices within first year. Document new wells vis-à-vis location guidance provided by ISWS.

**Objective** – Track monthly and annual water use among members.

**Strategy** – create a mechanism for members to report monthly water-use data to staff and the ISWS.

**Strategy** – Poll the Illinois Water Inventory Program (IWIP) for annually reported data.

**Strategy:** Develop a framework or process for understanding private-well water use.

**Evaluation Measure** – Document appropriate data, reports, and reporting mechanisms in place by end of first year.

**Objective** – Improve the scientific understanding of water supplies quality *and quantity*.

**Strategy** – Determine data collection and information needs in concert with the Illinois State Water Survey.

**Evaluation Measure** – By the end of first year, document a work plan that has been crafted as an outcome of discussion between NWPA and ISWS.

**Objective** – Make recommendations to protect ground- and surface-water quality.

**Strategy** – Promote wintertime “sensible salting” as the de facto standard practice.  
*Engage the state on this strategy.*

**Strategy** – Engage other organizations (e.g., Fox River Ecosystem Partnership, Fox River Study Group) in dialogue regarding collaboration on shared interests and issues.

**Strategy** – Ensure that watershed plans include recommendation that are consistent with NWPA mission.

**Evaluation Measure** – Document training, certification, or other evidence of communities and other entities with road maintenance responsibility; account for activities in annual report.

**Objective** – Achieve consistency among members regarding an outdoor lawn-watering ordinance.

**Strategy** – Research and create an NWPA-wide lawn-watering conservation ordinance.

**Strategy** – Provide guidance/assistance with ordinance development and promotion upon request.

**Evaluation Measure** – Track number of member communities that have adopted the recommended lawn-watering ordinance.

**Objective** – Organize to develop drought-preparedness recommendations.

**Strategy** – Work with ISWS to develop best estimate of available water supply.

**Strategy** – Work with the Illinois Water Inventory Program (IWIP) to track historical annual water use by member.

**Strategy** – Assess demand per NWPA member by customer class for monthly, seasonal, and annual use.

**Strategy** – Forecast population and growth projections.

**Strategy** – Estimate annual volume of nonrevenue water following AWWA M36 water-loss methodology.

**Evaluation Measure** – Demonstrate progress via the Annual Report on data organization activities that are prerequisite to developing recommendations.

**Dr. Loftus will take the changes made by the executive committee back to the TAC later this month.**

**Need to develop implementation matrix July – October: first steps, lead implementer, key partners, etc.**

**Report back in September, finalize in November?**

**Financial Report:** Interim Administrator Mary Randle stated that the Northwest Water Planning Alliance bank balance on June 20, 2013 was \$6,146.30. The report will be approved at the next meeting when we have a quorum.

**TAC Report:** Peter Wallers – The final recommendation on Post-Development Stormwater Runoff Standards. IEPA director said they probably won't adopt them for this year.

Lawn Watering Handbook: This has been completed. We will send out an e-copy and should have hard copies by next meeting.

Water Usage Tracking update: We put together a system on our website as was approved by the executive committee at our last meeting. Pete showed an example from a beta test by City of Aurora. We have four beta testers. Will start rolling this out within the next few months after getting input from beta testers.

We need to get more communities adopting the Lawn Watering Ordinance.

MPC has confirmed that it will donate half the time of a full-time fellow to assist with the NWPA.

**Next Meeting:** The next meeting of the NWPA executive committee will be held on Thursday, September \_\_\_\_.

Submitted by \_\_\_\_\_

Kathleen Leitner, Secretary