

FINAL

**MWWCA Executive Board Meeting
Friday, March 21, 2014
Maine Municipal Association
Augusta, Maine**

MINUTES

Attendance: Travis Peaslee, Aubrey Strause, Al Jellison, Mac Richardson, June Mooney, Scott Firmin, Tom Connolly, Daniel Bicknell, André Brousseau, Matt Timberlake, Mike Stein, Darold Wooley, John Melrose and Joan Kiszely.

Absent: Matt Bodwell, Mary Waring, Peter Goodwin, Dan Welch, Paula Drouin, Jeff McBurnie, Brian Kavanah, Alex Buechner.

Conference Phone In: David Anderson.

Guest: Nick Konstantoulakis (Mechanic Falls), Leonard Blanchette (Brunswick Sewer District).

Call to Order: President Aubrey Strause called the meeting to order at 9:10 a.m.

Approval of Minutes: Motion made by Mac Richardson, seconded by Al Jellison, all approved the minutes of February 27, 2014 with minor changes.

Treasurer's Report: Al Jellison reported on the January 2014 financial reports, indicating that everything was in order. There was a brief question and answer period. Motion made by Mac Richardson, seconded by André Brousseau, all approved the January 2014 financial report.

DEP Representative: Brian Kavanah was absent.

NEWEA State Director Representative: Peter Goodwin submitted the following written COMMITTEE REPORT:



NEWEA -Maine State Director Report-Peter Goodwin-March 2014

The following is a summary of activities since our last meeting.

A contingent including: Aubrey Strause, Tom Connolly, Brad Moore, Dan Bisson, and Roger Raymond (former Bucksport TM and current Hermon TM) and I are scheduled to leave early Monday April 7, 2014 for the NEWEA Washington Congressional Breakfast. We have scheduled individual meetings with all of our Congressional Delegation on Tuesday or Wednesday. The NEWEA Breakfast is Wednesday morning with Roger Raymond as a featured speaker. The full agenda is on the NEWEA Website. Aubrey, Tom, and I are utilizing the recent Maine Legislative Breakfast information packet as a basis to provide information. We are also planning to bring “Water is Worth It” water bottles. This has always been a great opportunity to thank our delegation for their support of our priorities. We will provide NEWEA position papers, but plan to focus on current and emerging issues for MWWCA including our name change to MeWEA.

We continue to coordinate our interaction with NEWEA and several MWWCA members attended the NEWEA Annual Planning Meeting in Portland, ME on March 10th-11th. NEWEA VP Matt Formica led the very successful 1.5 day Planning Session that focused on Volunteer Recruitment and Retention and NEWEA Voluntary Operator Certification Th. It was a fantastic opportunity for me to engage with NEWEA representatives from across the organization on initiatives that will be developed to continue to make NEWEA and MA's like ours stronger and more effective in meeting our Mission(s). Many MWWCA members participated including Aubrey Strause, Dan Bisson, Brad Moore, LeeAnn Hanson, Tom Sherman, Scott Firmin and several I might have missed.

I also attended the NHWPCA's Annual Legislative Breakfast on March 5, 2014. NHWPCA has been working to emulate the historical success of MWWCA's Breakfasts over the years. The focus again this year for NHWPCA was on aging and failing infrastructure, sustainable funding, increased regulatory impacts, and the economic impact of clean water. The "Water's Worth It" campaign was also highlighted with mugs provided to the 60 legislators that attended. The largest turnout ever with 42 legislators. There was a concerted effort to engage the supt's and operators in contacting their local senators and representatives.

I was fortunate to also enjoy the 9th? Annual MWWCA Ski Day at Saddleback. With 25 inches of snow Wed-Thurs and blue skies and reasonable temperatures on Friday, 62 individuals from MWWCA and NHWPCA had one of the best ski days in recent years.

I am working on the Spring 2014 NEWEA Journal Article and may need to reach out to ECM for specific input.

Respectfully,

Peter Goodwin

Aubrey Strause reported for Peter Goodwin the following:

- Lapel Pins have arrived, and can be taken to the Washington Fly In
- Maine is hosting the NEWEA Spring Conference, coordinating panelists for an Ocean Acidification session (Aubrey) as well as for a discussion on Operator Exchange (Peter). Maine is still working to confirm the Keynote speaker.

Old Business:

2013 Strategic Plan Follow-Up

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Build on previous affiliation activities: See Tom Connolly's Vice President report.

DMR Shellfish Advisory Committee: See Tom Connolly's Vice President report.

Website "Shopping cart": Travis Peaslee reported he will be meeting with MMA on April 10th to continue working on this.

Name Change Subcommittee Update: Travis Peaslee reported we are ready to roll at the MWWCA Spring Conference. He indicated that he will be meeting with Al Jellison & Mary Waring at 1:00 p.m. on April 10th to review the changes of the Administrative Guide.

Social Media: Aubrey Strause noted that the domain name change of MEWEA may be already purchased. She tasked Matt to verify this.

EMCC Wastewater Program: See Tom Connolly's Vice President report.

Rates "Dashboard": Aubrey Strause received a draft Memorandum of Understanding to move forward with getting prices, but had not yet reviewed it. She will present to Executive Board after review.

Update of Non-Dispersibles: Aubrey Strause had no report.

New Business:

Government Affairs Committee Representative: John Melrose submitted the following written COMMITTEE REPORT:

**Government Relations Committee Report
March 17, 2014**

State Revolving Loan Program - MWWCA President Aubrey Strause presented testimony to the Appropriations Committee on March 6th supporting the inclusion of \$2.9 million in state match for the Clean Water program in the FY 2015 Supplemental Budget. The Association was successful in securing letters of support for the state match from members in Portland, Kittery, Sanford, Brunswick, Lewiston-Auburn, Bangor and York. These letters were presented to the Committee. Presently, the Committee is working on the FY 14 Supplemental Budget and hoping to conclude tonight. In addition to resolving the gap in state match through an appropriation, the Committee still has before it LD 1455, a bond proposal that would also address this need. LD 1455 is the focus of a Legislative Breakfast and press conference on the 18th. The Legislature and Governor will have to resolve their current differences over replenishing the Rainy Day Fund before the budget or bond proposals can proceed.

LD 965, Dig Safe - This issue remains in the Energy, Utilities and Technology Committee with another work session on the 18th. Tim Haskell has followed this closely for MWWCA and has worked with Jeff McNelly and Dan Wells of MWUA and Garrett Corbin of MMA to represent municipal interests. A more up to date report will be provided at the Board Meeting.

LD 1483, Solid Waste - This legislation was amended to remove issues of concern to MWWCA. It was enacted by the Legislature and became law without the Governor's signature on March 12th.

LD 1532, Standard Sewer District Charter - This bill remains in the Energy, Utilities and Technology Committee awaiting review of final language.

LD 1602, Ocean Acidification Study - The Marine Resources Committee has voted this bill out with an amendment. MWWCA will need to monitor this study effort as it proceeds.

LD 1809, An Act Concerning Meetings of Public Bodies Using Communications Technology - This bill was added to the MWWCA list of bills of interest last week. It would prohibit elected boards from conducting business when members seek to participate remotely. Non-elected boards would face restrictions as well but not an out-right prohibition. A hearing date is not yet set.

Aubrey Strause thanked John Melrose for all his help on the SRF.

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John Melrose reported the following:

LD 1809: An Act Concerning Meetings of Public Bodies Using Communications Technology – He made the point that they all should be treated the same, and it ought to be unified. Another point he made was to leave it to the community to how they want to implement it. He told them that if they go into session now he thinks MWWCA would support where MMA and Water Utilities were going with this bill. There was a brief discussion on LD 1809.

It was the consensus of the board to back the points that John Melrose made, and to put it in writing.

State Revolving Funds: They are dealing with the Fiscal Year 2014 budget. The 2015 budget will be more controversial than the 2014 budget. The SRF money is still on the table for discussions regarding the fiscal year 2015 budget.

Dig Safe: They did not resolve this yet. There will be one more work session on this. It seems to be moving in the right direction. He commended MMA for their initiative on this bill.

John Melrose noted that there is a possibility that there may be a third budget bill. Lenny Blanchette indicated he has volunteered to be on the Government Affairs Committee.

Laboratory Committee Representative: June Mooney had no report.

Membership Committee Representative: Daniel Bicknell submitted the following written COMMITTEE REPORT:

**Membership Committee Report
By Dan Bicknell**

The Membership Committee and I reviewed the current membership document dated February 26, 2014. We are happy to share that 46 more members are current with their dues. There are nine members remaining who are not current as of March 11, 2014.

As Chair of the Membership Committee, I feel it is important to reach out to members who I have not met as of yet. During the week of March 3, 2014, I began calling treatment facilities that I didn't even know existed. The Town of North Haven and Kingfield and Wastewater...who knew...are very interesting facilities. Kennebec Sanitary District, Presque Isles Utilities District, Caribou Utilities, and Ransom Engineering are all members I have met before.

My point in mentioning some of the members that I spoke with is that I found they all do have something to say. I do not yet have a good handle on what is in front of us as the MWWCA or how I am able to contribute. I am into my second month now getting to know the members who are behind us.

Pretreatment Committee Representative: Dan Welch submitted the following written COMMITTEE REPORT:



MWWCA Pretreatment Committee

Report

3/21/2014

On March 6th, the Pretreatment Committee met at the Poland Spring Bottling facility in Poland. We had nine Committee members attend the meeting. The meeting included a facility tour of the bottling operations and wastewater management. Thank you to Vivian for initiating the visit.

We welcomed Ben Pearson to the group who is taking on the IPT duties for Brad Roland.

Jim Crowley updated us on the eDMR update. As of the meeting, the updated eDMR system was up and running. If you have any issues, do not hesitate to contact him.

Brad Roland noted that he and others are looking into a new FOG program that will capture new restaurants. The focus of the program is to ensure that new owners understand their FOG requirements. Existing restaurants will be phased into the program at a later date. Who will implement and manage this program is still being determined.

We discussed the 2014 schedule, which tentatively includes a June visit to the Bangor International Airport and a September visit to a food/beverage facility in Portland.

Attendance				Agenda Items	
1	Rebekah Sirois	6	Vivian Matkivich	Jim Crowley	eDMR Update
2	Tom Wiley	7	Isaiah Lary		DEP Update
3	Dan Welch	8	Brad Roland		Lobster Processors
4	Abram Patenaude	9	Ben Pearson	Dan Welch	Upcoming Meetings
5	Jim Crowley				

Personnel Advancement Committee Representative: Mike Stein submitted the following written COMMITTEE REPORT:

**Personnel Advancement Committee Report
Submitted by Mike Stein
March 21, 2014**

Spring Conference

The Personnel Advancement Committee finalized the technical sessions and received the credit hours for the Spring Conference. The Spring Conference Brochure was finalized this week.

Fall Convention

The Personnel Advancement Committee will be scheduling a meeting to begin planning the technical sessions for the Fall Convention.

Aubrey asked if the PAC intends to announce an Operator Scholarship at the Spring Conference. Mike Stein would look into this.

Aubrey, André and Peter would coordinate before Spring Conference to ensure that NEWEA Award winners knew to bring their awards and that Brad Moore will be attending.

Convention Committee Representative: André Brousseau reported on the following:

- Ski Day: 59 Ski Tickets, Fantastic Day Skiing. Motion made by Aubrey Strause, seconded by Matt Timberlake, all approved to offer Bob Poirer from American Concrete a free day of skiing because of his service creating and donating an Adirondack Chair each year. Andre indicated that they should break even on ski day on the financial part. Aubrey stated that she created a Ski Day website page under “Events”.

Public Relation Committee: Matt Timberlake submitted the following written COMMITTEE REPORT:



Public Relations Committee Report

March 2014 Prepared by: Matt Timberlake

1. 2014 Clean Water Week Poster Contest
 - a. Getting responses from schools and MMA is forwarding updates to me
 - b. Need to coordinate time at Spring Conference to do voting of poster contest
 - c. Looking for commitments from E.C to attend the CWW Poster Presentation at the State House June 6th, 2014 at 10:00am. I would like (2-3) others from MEWEA to attend along with myself and the students.
 - d. Still time to reach out to your individual community schools and get them engaged.
2. Assisting Executive Committee with name change as requested
 - a. Have placed order for the new MEWEA Banner for delivery prior to the Spring Conference (Affordable Trade Show Displays Greene, Maine)
3. Attended and helped promote the Legislative Breakfast and Ski Day through Public Outreach and Social Media
4. Will continue to attend the MWUA PAC meetings in 2014
5. I am supporting efforts of the Executive Committee and helping develop outreach materials with Burgess Advertising

Matt Timberlake matt@tedberrycompany.com 207-897-3348 office 207-754-4282 cell

Aubrey thanked Matt for coordinating the order of the new MEWEA banner.

Aubrey Strause reported there will be a Job Fair on April 24th at SMCC : They are looking for volunteers to be there.

Safety Committee Representative: Al Jellison had no report. **Communications Committee Representative:** Mac Richardson submitted the following written **COMMITTEE REPORT:**

Report of the Communications Committee for March 2014

The February/March newsletter went out during the week of March 10. Thank you to all who contributed, especially Nick Konstantulakis, Gene Weeks, Paula Drouin, Aubrey Strause and Jamie Clark.

The next newsletter (May Issue) deadline for submissions will be **May 6**. This is so that I can get it all proofed and up to MMA by May 13. MMA has notified me that late submissions of our newsletter are not acceptable due to the workload that MMA staff has for other publications they put out. So I will be enforcing strict deadlines going forward.

So far for May I am anticipating the following:

- Student Safety and Health Student Internship at General Dynamics and LAWPCA.
- Ski Day Article
- Monthly Tour with pictures –Anson- Madison?
- Member profile
- Odor Expert article #2.
- Members on the move
- Soapbox
- Update on DEP and EPA blending rules and Phosphorus rules.

Of course I am always looking for any information you can share about what is going on with your facilities, people you work with and partnerships forged, etc.

Respectfully submitted,
Mac Richardson

Collection Committee Representative: Matt Bodwell was absent.

Residuals Management Committee Representative: Jeff McBurnie submitted the following written COMMITTEE REPORT:

Maine Wastewater Control Association (MWWCA)

Residuals Management Committee (RMC) Executive Committee Report for 3/21/14

The RMC convened a conference call on 3/6/14 at 11 AM. On the call were Mac Richardson (LAWPCA), Ben Stiles (Wright-Pierce), Mary Waring (Casella Organics), Ned Beecher (NEBRA Liaison), Jeff McBurnie – Chair (Casella Organics). Scott Firmin called after the call to provide additional input.

The purposes of this meeting were mainly to reintroduce the Committee and to solicit input related to the focus and direction of the committee. We also took this opportunity to discuss updates to the Committee’s Mission Statement and Committee Chair’s Duties.

Ned Beecher, Executive Director of NEBRA, joined the call in his capacity as Liaison to the RMC, representing regional (northeast US and Canada) biosolids and residuals interests. He reiterated his commitment to assisting the RMC, and MWWCA in general. He discussed his planned presentation at the Spring Conference and asked for any input that we might have on his presentation.

Mac Richardson presented several suggested changes/updates to the Mission and Chair’s Duties documents. These have been sent to the Committee Chair for incorporation into a draft for distribution to and final comment by the Committee. A final draft is being presented to the MWWCA Executive Committee for adoption.

The committee discussed the current issue with Whole Market Foods distancing themselves from farm operations that use biosolids. It was suggested that we make sure NEBRA’s response to that action is well-distributed to Maine WWTP operators, through the Newsletter, direct operator contact, and any other effective communication outlet.

Scott Firmin recommended that the Committee focus on commenting on Maine’s Solid Waste Management (or Material Management) hierarchy. This is currently being evaluated through the Maine Legislature in the form of LD 1483. He also suggested we keep an eye on regional waste management regulatory activities, as these may be a forewarning of what may be headed in Maine’s direction. Finally he recommended that we review past opportunities, looking at what we (the RMC) did well and what we could have done better.

Finally we have been approached by NEBRA/NEWEA to provide enhanced support for their upcoming (October 22 & 23) Residuals and Biosolids Conference that will be held at the Sable Oaks Marriott in South Portland. This support will be in the form of Conference promotion, suggestions for program content, and, quite possibly, an RMC-sponsored presentation (Current Status of Biosolids and Residuals Regulation in Maine, for example).

Respectfully submitted by Jeff McBurnie, Committee Chair

Suggested changes to Residuals Management Committee Information in MeWEA Admin Guide

Final Draft 3/17/14

******Committee Description******

FUNCTION

The committee will work with and represent the membership in all areas of wastewater solids management and to promote the safe and sustainable use of biosolids and other residuals through beneficial reuse. Beneficial reuse of wastewater solids is a goal supported by the Association and is a primary focus of the Committee.

DUTIES OF THE COMMITTEE

1. Identify and respond to issues affecting the beneficial use of biosolids and residuals.
2. Inform membership of important issues that may impact their utilization programs.

Residuals Management Committee Representative: Jeff McBurnie submitted the following written COMMITTEE REPORT:

3. Work in collaboration with the Government Affairs Committee to address governmental and regulatory actions affecting biosolids and residuals management.
4. Serve as a clearinghouse within the wastewater treatment community for information on wastewater solids management practices in Maine.
5. Develop informational materials in support of the beneficial use of biosolids and residuals.
6. Coordinate responses to negative and erroneous information at public meetings and in the media.
7. Maintain contact with and provide representation to regional residuals management organizations including NEBRA and the NEWEA Residuals Management Committee.
8. Provide balanced information and testimony on all management options for biosolids and other residuals, maintaining a focus on public safety, environmental health and sustainability.

Final Draft 3/17/14

******Committee Chair Description******

DUTIES OF THE CHAIRPERSON

1. Attend Executive Committee meetings (ideally 75% or more, but no less than 50%).
2. Prepare Committee reports, as necessary, and submit to the Executive Committee.
3. Hold meetings (in person, phone or online conference), as necessary, to achieve stated duties.
4. Prepare and administer an annual Committee budget.
5. Prepare, or arrange to have prepared, meeting agendas and distribute to Committee members in advance of scheduled meetings. Prepare, or arrange to have prepared, meeting minutes and distribute to Committee members in a timely manner.
6. Serve as a public spokesperson or coordinate with others to serve as spokespersons for the Association on matters related to wastewater solids and residuals.
7. Maintain a list of current Committee members and other resources.
8. Serve as a liaison for MeWEA with other organizations having interest in biosolids and residuals management.

Estimated time commitment is variable, ranging from a few hours every month to several hours per week.

Motion made by Aubrey Strause, seconded by André Brousseau, all approved to accept the revised update that Jeff McBurnie submitted for the administrative guide.

Operator Challenge Committee Representative: Alex Buechner was absent.

Industrial Committee Representative: Dan Welch was absent.

Young Professionals Representative: Paul Drouin was absent.

Awards Committee: Mary Waring was absent.

Aubrey Strause asked JETCC if they could send an updated facility list which would include contact information (i.e. e-mails) so that our electronic communication goes smoothly.

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Travis Peaslee asked JETCC if they would include a person or two from MWWCA board to be included in their yearly training discussions so that mwwca would receive ideas for one hour technical sessions during the conferences.

JETCC Committee Representative: Leeann Hanson submitted the following written COMMITTEE REPORT:

Maine Wastewater Control Association Convention JETCC Report for March 21, 2014

JETCC NewsBrief

JETCC has started an email newsletter. We intend to keep it simple, just one page with links to helpful information and topics similar to what's reported at the monthly MWWCA meetings. We will email it out every couple months to quarterly and it will give us an ongoing opportunity to highlight specific JETCC classes, award applications or projects. Back issues will be posted on www.jetcc.org.

Seeking Nominations for JETCC Founders Award

Describe your ideal operator as you nominate him or her for the JETCC Founders Award. The JETCC Founders Award is given annually to an operator, maintenance worker, or laboratory technician working in a municipal or industrial wastewater treatment system in Maine.

This award was created to recognize that person you cannot live without; the one who keeps everything going while you are busy with meetings, politics, and facility issues. The award will be presented at the MWWCA Fall Convention in September. [Applications](#) are due by Friday, May 30, 2014 and available at www.jetcc.org. (*mentioned in March NewsBrief*)

Wastewater Operator's Training Needs Survey

In conjunction with JETCC's biennial "Host/Board and Thank you Meeting" scheduled for Wednesday, June 4th, in Fairfield, we are also posting a [Wastewater Operator's Training Needs Survey](#) on our website. (*mentioned in March NewsBrief*) Invitation to the June 4 meeting is based upon past roles as a JETCC host or trainer, but please contact Leeann if you wish to participate.

Space remains in many 2014 classes

- "Managing Fats Oil, and Grease" in Boothbay next Tuesday March 25. *Chris Higgins cooks lunch on this one!*
- 3 "Corrosion Control" classes next week
- The MWWCA WWCS Committee has organized "Data Collection to Establish GIS" in April in Topsham.
- **4 Week Basic WW for Exam Prep** – in Bangor in April
- Many more through April and May listed on our website!

Visit www.jetcc.org for details on all classes.

Do you have an operator in mind for the Next Management Candidate School?

Continuation of this program is never guaranteed and is dependent upon ongoing industry interest. It's never too early to let JETCC know if you have someone in mind for the next MCS! Historically this program runs from October – September.

Fall training topics already being outlined!

Please contact Leeann if you have any particular training ideas in mind for the future!

Exam Dates

May 14, 2014 is the date for the Spring Exam.

Applications for May exam are due by **March 28**.

*Please contact Leeann directly if you have any ideas, training needs
or would like to assist with hosting or teaching a class.*

JETCC
PO Box 487Scarborough, ME 04070253-8020 www.jetcc.org

WEB Developer: Steven Lane submitted the following written **COMMITTEE REPORT:**



http://www.mwca.org - http://www.m... [Go to this report](#)
www.mwca.org

All Traffic

Feb 1, 2014 - Feb 28, 2014
Compare to: Jan 4, 2014 - Jan 31, 2014



Explorer

Summary

Feb 1, 2014 - Feb 28, 2014: ● Visits
Jan 4, 2014 - Jan 31, 2014: ● Visits



Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	18.18% ▼ 702 vs 858	1.79% ▼ 58.26% vs 59.32%	19.65% ▼ 409 vs 509	6.20% ▲ 42.31% vs 45.10%	15.67% ▲ 2.82 vs 2.43	26.53% ▲ 00:02:43 vs 00:02:09	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Feb 1, 2014 - Feb 28, 2014	284 (40.46%)	60.56%	172 (42.05%)	47.89%	2.83	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	332 (38.69%)	62.35%	207 (40.67%)	46.99%	2.43	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-14.46%	-2.86%	-16.91%	1.91%	16.47%	56.45%	0.00%	0.00%	0.00%
2. (direct) / (none)									
Feb 1, 2014 - Feb 28, 2014	243 (34.62%)	60.49%	147 (35.94%)	32.51%	2.67	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	306 (35.66%)	60.13%	184 (36.15%)	39.22%	2.33	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-20.59%	0.60%	-20.11%	-17.10%	14.64%	7.19%	0.00%	0.00%	0.00%
3. bing / organic									
Feb 1, 2014 - Feb 28, 2014	51 (7.26%)	50.98%	26 (6.36%)	45.10%	2.57	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	50 (5.83%)	82.00%	41 (8.06%)	54.00%	2.36	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	2.00%	-37.83%	-36.59%	-16.49%	8.84%	-35.63%	0.00%	0.00%	0.00%
4. t.co / referral									
Feb 1, 2014 - Feb 28, 2014	25 (3.56%)	4.00%	1 (0.24%)	36.00%	5.84	00:11:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	55 (6.41%)	12.73%	7 (1.38%)	50.91%	3.27	00:05:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-54.55%	-68.57%	-85.71%	-29.29%	78.44%	104.64%	0.00%	0.00%	0.00%
5. yahoo / organic									
Feb 1, 2014 - Feb 28, 2014	21 (2.99%)	57.14%	12 (2.93%)	52.38%	3.19	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	14 (1.63%)	71.43%	10 (1.96%)	35.71%	2.57	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	50.00%	-20.00%	20.00%	46.67%	24.07%	-33.47%	0.00%	0.00%	0.00%
6. saveyourpipes.org / referral									
Feb 1, 2014 - Feb 28, 2014	14 (1.99%)	85.71%	12 (2.93%)	71.43%	1.64	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	28 (3.26%)	78.57%	22 (4.32%)	75.00%	1.32	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-50.00%	9.09%	-45.45%	-4.76%	24.32%	-80.76%	0.00%	0.00%	0.00%
7. newea.org / referral									

FINAL

Feb 1, 2014 - Feb 28, 2014	10 (1.42%)	30.00%	3 (0.73%)	80.00%	1.30	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	8 (0.93%)	25.00%	2 (0.39%)	75.00%	1.88	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	25.00%	20.00%	50.00%	6.67%	-30.67%	-85.77%	0.00%	0.00%	0.00%
8. jetcc.org / referral									
Feb 1, 2014 - Feb 28, 2014	9 (1.28%)	33.33%	3 (0.73%)	22.22%	4.33	00:05:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	10 (1.17%)	0.00%	0 (0.00%)	0.00%	4.50	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-10.00%	∞%	∞%	∞%	-3.70%	131.53%	0.00%	0.00%	0.00%
9. neiwpc.org / referral									
Feb 1, 2014 - Feb 28, 2014	6 (0.85%)	66.67%	4 (0.98%)	50.00%	1.67	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	7 (0.82%)	57.14%	4 (0.79%)	42.86%	2.43	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-14.29%	16.67%	0.00%	16.67%	-31.37%	-78.71%	0.00%	0.00%	0.00%
10. facebook.com / referral									
Feb 1, 2014 - Feb 28, 2014	5 (0.71%)	0.00%	0 (0.00%)	0.00%	4.80	00:10:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 4, 2014 - Jan 31, 2014	11 (1.28%)	9.09%	1 (0.20%)	27.27%	2.82	00:04:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-54.55%	-100.00%	-100.00%	-100.00%	70.32%	134.62%	0.00%	0.00%	0.00%

Rows 1 - 10 of 37

MWWCA

Feb 1, 2014 - Feb 28, 2014
Compare to: Jan 4, 2014 - Jan 31, 2014

All Visits
+0.00%

Visits

Feb 1, 2014 - Feb 28, 2014: Visits

Jan 4, 2014 - Jan 31, 2014: Visits



Visits and % New Visits by Source / Medium

Source / Medium	Visits	% New Visits
google / organic		
Feb 1, 2014 - Feb 28, 2014	284	60.56%
Jan 4, 2014 - Jan 31, 2014	332	62.35%
% Change	-14.46%	-2.86%
(direct) / (none)		
Feb 1, 2014 - Feb 28, 2014	243	60.49%
Jan 4, 2014 - Jan 31, 2014	306	60.13%
% Change	-20.59%	0.60%
bing / organic		
Feb 1, 2014 - Feb 28, 2014	51	50.98%
Jan 4, 2014 - Jan 31, 2014	50	82.00%
% Change	2.00%	-37.83%
t.co / referral		
Feb 1, 2014 - Feb 28, 2014	25	4.00%
Jan 4, 2014 - Jan 31, 2014	55	12.73%
% Change	-54.55%	-68.57%
yahoo / organic		
Feb 1, 2014 - Feb 28, 2014	21	57.14%
Jan 4, 2014 - Jan 31, 2014	14	71.43%
% Change	50.00%	-20.00%
saveyourpipes.org / referral		
Feb 1, 2014 - Feb 28, 2014	14	85.71%
Jan 4, 2014 - Jan 31, 2014	28	78.57%
% Change	-50.00%	9.09%
newea.org / referral		

Feb 1, 2014 - Feb 28, 2014	10	30.00%
Jan 4, 2014 - Jan 31, 2014	8	25.00%
% Change	25.00%	20.00%
jetcc.org / referral		
Feb 1, 2014 - Feb 28, 2014	9	33.33%
Jan 4, 2014 - Jan 31, 2014	10	0.00%
% Change	-10.00%	100.00%
neiwpcc.org / referral		
Feb 1, 2014 - Feb 28, 2014	6	66.67%
Jan 4, 2014 - Jan 31, 2014	7	57.14%
% Change	-14.29%	16.67%
facebook.com / referral		
Feb 1, 2014 - Feb 28, 2014	5	0.00%
Jan 4, 2014 - Jan 31, 2014	11	9.09%
% Change	-54.55%	-100.00%

Visits

Feb 1, 2014 - Feb 28, 2014: ● Visits
 Jan 4, 2014 - Jan 31, 2014: ● Visits



Visits and % New Visits by Region

Region	Visits	% New Visits
Maine		
Feb 1, 2014 - Feb 28, 2014	402	50.00%
Jan 4, 2014 - Jan 31, 2014	459	51.85%
% Change	-12.42%	-3.57%
Massachusetts		
Feb 1, 2014 - Feb 28, 2014	66	75.76%
Jan 4, 2014 - Jan 31, 2014	87	72.41%
% Change	-24.14%	4.62%
New Hampshire		
Feb 1, 2014 - Feb 28, 2014	35	74.29%
Jan 4, 2014 - Jan 31, 2014	46	71.74%
% Change	-23.91%	3.55%
Florida		
Feb 1, 2014 - Feb 28, 2014	17	47.06%
Jan 4, 2014 - Jan 31, 2014	11	36.36%
% Change	54.55%	29.41%
New York		
Feb 1, 2014 - Feb 28, 2014	17	76.47%

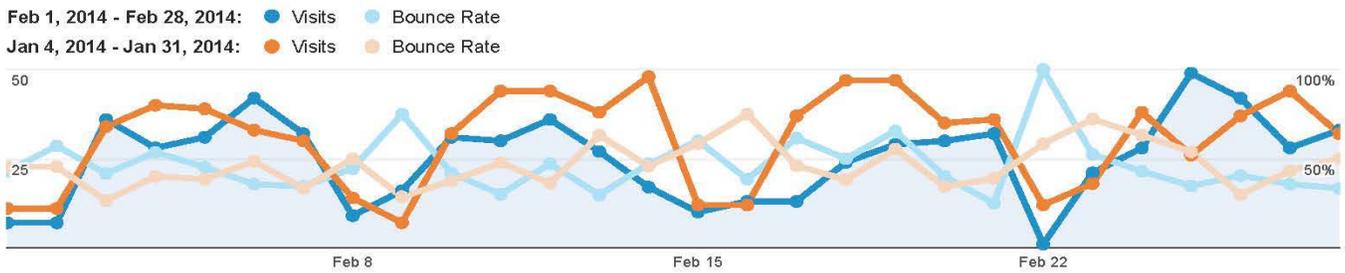
Jan 4, 2014 - Jan 31, 2014	17	76.47%
% Change	0.00%	0.00%
California		
Feb 1, 2014 - Feb 28, 2014	14	85.71%
Jan 4, 2014 - Jan 31, 2014	22	63.64%
% Change	-36.36%	34.69%
Missouri		
Feb 1, 2014 - Feb 28, 2014	11	18.18%
Jan 4, 2014 - Jan 31, 2014	11	27.27%
% Change	0.00%	-33.33%
Texas		
Feb 1, 2014 - Feb 28, 2014	10	80.00%
Jan 4, 2014 - Jan 31, 2014	12	75.00%
% Change	-16.67%	6.67%
Connecticut		
Feb 1, 2014 - Feb 28, 2014	9	66.67%
Jan 4, 2014 - Jan 31, 2014	10	70.00%
% Change	-10.00%	-4.76%
Virginia		
Feb 1, 2014 - Feb 28, 2014	9	55.56%
Jan 4, 2014 - Jan 31, 2014	13	61.54%
% Change	-30.77%	-9.72%

Visits and % New Visits by Source / Medium

Source / Medium	Visits	% New Visits
google / organic		
Feb 1, 2014 - Feb 28, 2014	284	60.56%
Jan 4, 2014 - Jan 31, 2014	332	62.35%
% Change	-14.46%	-2.86%
(direct) / (none)		
Feb 1, 2014 - Feb 28, 2014	243	60.49%
Jan 4, 2014 - Jan 31, 2014	306	60.13%
% Change	-20.59%	0.60%
bing / organic		
Feb 1, 2014 - Feb 28, 2014	51	50.98%
Jan 4, 2014 - Jan 31, 2014	50	82.00%
% Change	2.00%	-37.83%
t.co / referral		
Feb 1, 2014 - Feb 28, 2014	25	4.00%
Jan 4, 2014 - Jan 31, 2014	55	12.73%
% Change	-54.55%	-68.57%
yahoo / organic		
Feb 1, 2014 - Feb 28, 2014	21	57.14%
Jan 4, 2014 - Jan 31, 2014	14	71.43%
% Change	50.00%	-20.00%

saveyourpipes.org / referral		
Feb 1, 2014 - Feb 28, 2014	14	85.71%
Jan 4, 2014 - Jan 31, 2014	28	78.57%
% Change	-50.00%	9.09%
newea.org / referral		
Feb 1, 2014 - Feb 28, 2014	10	30.00%
Jan 4, 2014 - Jan 31, 2014	8	25.00%
% Change	25.00%	20.00%
jetcc.org / referral		
Feb 1, 2014 - Feb 28, 2014	9	33.33%
Jan 4, 2014 - Jan 31, 2014	10	0.00%
% Change	-10.00%	100.00%
neiwppcc.org / referral		
Feb 1, 2014 - Feb 28, 2014	6	66.67%
Jan 4, 2014 - Jan 31, 2014	7	57.14%
% Change	-14.29%	16.67%
facebook.com / referral		
Feb 1, 2014 - Feb 28, 2014	5	0.00%
Jan 4, 2014 - Jan 31, 2014	11	9.09%
% Change	-54.55%	-100.00%

Visits and Bounce Rate



MMA Rep: Joan Kiszely had no report.

President Aubrey Strause submitted the following written **PRESIDENT'S REPORT:**

President's Report

MWWCA Executive Committee Meeting

March 21, 2014

Aubrey Strause, PE (Verdant Water)

Welcome Guests

CORRESPONDENCE FOLDER

OLD BUSINESS

- 2013 Strategic Plan Update
- Environmental Finance Center water and sewer rate “dashboard”. Holding pattern, pending evaluation of what the different groups want to get out of it
- EMCC Wastewater course (Tom)
- Clarification on purpose of the “affiliation”.
- MEWEA Public Education material is in development.
- NEWEA 2014 public education materials (used March 4 at Scarborough Sanitary District)

NEW BUSINESS

- MWWCA has been asked by NACWA to formally support *Water Week 2014*. See letter from Brenna Mannion, attached. There is no cost associated with this support.
- NEWEA/WEF Award Nominations due soon?
- Spring Conference
 - o Need to advertise as much as possible, get the word out
 - o Strategic Planning Session
- Administrative Guide update

NAME CHANGE

Lapel pins have been ordered (will arrive in time to take to DC Fly-In).
New MEWEA booth banner ordered.
Name change flyer in development.

Vice President Tom Connolly submitted the following written **VICE PRESIDENT'S REPORT:**

MWWCA Executive Board Meeting

March 21, 2014

Tom Connolly 1st VP Report

Old Business:

DMR Shellfish Advisory Committee

No updates to report. Committee has not rescheduled quarterly meeting.

Eastern Maine Community College/MMA Training Opportunities

I have contacted Matt McLaughlin at EMCC Center for Business and Industry regarding training programs for Wastewater Operators. He requested that I submit a list of classes that may be required for a training program. After these are reviewed, Mr. McLaughlin will be available to travel from Bangor and meet with Kirk Laflin, Leeann Hansen and myself to begin discussions on the feasibility of EMCC becoming involved in the program startup.

I plan to attend a listening session in Fall River, MA on May 20, 2014 about how to guide community colleges and other training providers who help provide skills needed for operators in the water quality (and drinking water) fields. The listening session will be about a report called "Defining Water Management", led by Kirk Laflin (National Partnership for Environmental Technology Education [PETE]).

2nd Vice President Scott Firmin submitted the following written 2nd VICE PRESIDENT's REPORT:

I have attempted to contact the Maine Brewers for Clean Water. I will reach out to them in the coming weeks again. Here is a link to the home page for more information: <http://www.nrdc.org/water/brewers-for-clean-water/>

I have shared an opportunity to participate in the SMCC Career Fair on April 24th. The Young Professionals and Public Outreach Committee support MWWCA's participation. I have contacted the SMCC event coordinator for registration information and to possibly meet to introduce the MWWCA and our career opportunities to SMCC.

Scott

Immediate Past President Report: Travis Peaslee had no report.

Other New Business:

MWWCA Wipes Travel Support Request: Scott Firmin reported that Portland Water District has played an important role in the "Don't Flush Baby Wipes". They continue to dedicate staff time & resources to this important work. The WW INDA technical work group on flushability will be facilitated by a professional third party to ensure the best possible collaboration and outcome. The group has not yet scheduled their meetings, however there will be three meetings that will require him to travel. Scott Firmin requested the support or offset part of the cost. Motion made by Mac Richardson, no second, brief discussion.

Amend motion from Mac Richardson, seconded by Matt Timberlake, all approved to support Scott Firmin for the technical work trip tours and fund him up to \$1,000. These funds will be drawn from existing accounts per MWWCA President Aubrey Strause

Adjournment: Motion made by Mac Richardson, seconded by Al Jellison, all approved to adjourn the meeting at 10:36 a.m.