

TEXAS ALLIANCE OF GROUNDWATER DISTRICTS

Executive Committee Meeting

Tuesday October 24, 2023, 10:00 AM

GoToMeeting Video Conference Call

Minutes

- A. **Call to order & roll call.** President David Bailey called the meeting to order at 10:05 am. Executive Committee members Amber Blount, Andy Garza, Diana Thomas, Zach Holland, Kelley Cochran, Stephanie Keith, Haley Davis, Dave Mauk and Janet Guthrie were present. Also present were Executive Director Leah Martinsson and Programs & Operations Manager Julia Stanford. Executive Committee member Doug Shaw joined the meeting at 10:08am.
- B. **Review and possible action on minutes of the September 26, 2023 meeting.** President David Bailey presented the minutes from the previous Executive Committee meeting. Andy Garza made a motion to approve the minutes. Kelley Cochran seconded the motion. The motion carried unanimously.
- C. **Executive Director report.** President David Bailey asked Leah Martinsson to provide a report on TAGD activities. Leah first welcomed new members to the Executive Committee. She provided a preview on TAGD's financial success in FY23, finishing the year with \$82,000 in excess of budgeted net income. She explained that the FY23 Q4 finances will come before the Executive Committee after being considered first by the Finance and Budget Committee. Leah shared updates on member renewals, committee sign-ups, a current TAGD survey request, and an upcoming TAGD webinar and hosted discussion. She then shared legislative updates regarding Proposition 6, legislative staff changes, the 3rd special session, and interim charges. Leah encouraged Executive Committee members to reach out to their TAGD areas to share these important reminders. No action was required.
- D. **Discussion and possible action on dates/venue for FY24 TAGD Business Meetings.** President David Bailey explained that it was pressing for TAGD to secure dates and a venue for the FY24 Business Meetings. Executive Director Leah Martinsson shared that TAGD had researched potential venues and obtained a number of proposals to host these two events. She then asked Julia Stanford to walk through a StoryMap summarizing the proposals. Julia provided an overview of the four proposals for the group. There was discussion where committee members voiced conflicts with certain dates, asked about the magnitude of added service fees for TAGD, and identified issues with parking and safety. President David Bailey then informally surveyed the group on their preferred location with seven members preferring the Embassy Suites Round Rock and two preferring the Courtyard Pflugerville. Amber Blount then made a motion to approve TAGD contracting with the Embassy Suites in Round Rock for the FY24 dates of January 30-31 and June 5-6. Doug Shaw seconded the motion. The motion carried unanimously.
- E. **Discussion and possible action on Newsletter Sponsorship Proposal.** President David Bailey asked Leah Martinsson to walk the Executive Committee through the

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TAGD newsletter sponsorship proposal. Leah explained that the Executive Committee had encouraged TAGD to explore additional sources of non-dues revenue, with one specific suggestion of obtaining sponsors for the TAGD newsletter. After researching this and weighing both TAGD administrative burdens and creating value for sponsors, Leah developed a proposal for four tiers of sponsorships at the \$1000/\$750/\$500/\$250 levels, with four sponsorships available in each category. These sponsorships would run for a calendar year with sponsor logos included in the newsletter and on the TAGD website newsletter page. It may also include recognition in the Summit program as part of an ad promoting the TAGD newsletter, space permitting. The committee expressed support for this concept, particularly in that it would provide opportunities for smaller districts to be involved, did not create a lot of extra work for TAGD staff, and did not seem likely to dilute Summit sponsorships. A suggestion was made to provide sponsors with data and analytics regarding the reach of TAGD newsletter. Doug Shaw made a motion to approve the TAGD newsletter sponsorship and the motion was seconded by Kelley. The motion carried unanimously.

- F. **Discussion and possible action on other matters before the committee.** President David Bailey asked if there were any other matters to discuss. No matters were raised.
- G. **Adjournment.** Andy Garza made a motion to adjourn the meeting, which was seconded by Doug Shaw. President David Bailey adjourned the meeting at 10:55am.