

MINUTES OF THE
TENNESSEE ONSITE WASTEWATER ASSOCIATION
BOARD OF DIRECTORS MEETING
May 11, 2010

The Tennessee Onsite Wastewater Association (TOWA) met on May 11, 2010, at the Lentz Public Health Center, Nashville, TN. Members present were: Spencer Hissam-President, Christopher Michie-President Elect, Scott Fellwock-Treasurer, Gregg Clingerman-Secretary, Directors – Brian Corwin, Alan Rather and call in member Theo Terry-Past President.

1. The Board Meeting was called to order at 4:05 p.m. by President Spencer Hissam. The agenda for the May 11th Board Meeting was presented.
2. **Minutes** from the March 23, 2010 Board Meeting was presented by Gregg Clingerman. The minutes were presented and discussed. Since there were not enough members present to make a quorum the minutes will be presented for approval at the July 13, 2010 Board Meeting.
3. **Treasurers Report** was presented to the Board by Scott Fellwock. It was reported that the current balance as of May 11, 2010 was \$10,694.74. The March conference showed an income of \$10,650.00 and expenditures of \$10,517.74 for a net profit of \$132.26. The signature authority for signing checks was recently updated with Scott Fellwock, Gregg Clingerman, and Christopher Michie now being authorized to sign TOWA checks. Since there were not enough members present to make a quorum the Treasurers Report will be presented for approval at the July 13, 2010 Board Meeting.

4. Committee Reports

Conference – Spencer Hissam reported that he has received positive comments from attendees and exhibitors for the March conference. The total membership for TOWA is between 65-70 members. Spencer will report the new membership total to the board at the July meeting.

Christopher Michie reported that he would like to set the fees and the date for the 2011 TOWA conference. He will be discussing reservations with the Embassy Suites in Murfreesboro to secure a conference space for the event. It was discussed to move the conference to February as some comments from the attendees wanted an earlier date since work was usually slower in January and February. It was discussed to possibly set a higher registration and exhibitor fee after a certain date so we can plan better on meals and how much space will be needed for exhibitors and attendees. Christopher Michie will check on available dates and will e-mail all the Board members for a vote on the dates and the conference fees for exhibitors and attendees.

Newsletter – It was discussed if the newsletter was going to remain to be sent out to in the mail or if we were going to go to a web base format. Scott Fellwock will contact newsletter advertises to get their feed back on what type of advertising that they would support and or prefer. It was discussed that TOWA would probably reach more members and non members by using the mailings and posting the newsletter on the web site. The newsletter mailed out in February cost \$2,825.08 to print and mail. As reported at the March Board meeting advertisement income was \$2,914.00 so it did not cost the association to send the newsletter out by mailing. Since we are breaking even on mailing the newsletter it was agreed to do the newsletter mailing again this fall. Gregg Clingerman will need the advertising ads and articles for the newsletter by August 20, 2010 in order to get it printed and mailed out in early September. If anyone can supply an article please e-mail him to let him know that one will be coming or if anyone knows of a company where an article could be obtained.

TOWA Web Site – Spence Hissam reported that over the past 6 months that the hits on our web site has steady been increasing and the site is averaging 106 hits/month. Spencer reported that he has researched Google Analytics which is a program that will track information on the TOWA web site for how many hits it gets, from whom, etc. This is a free service from Google Analytics and may be helpful for statistical information.

Google Cost-Per-Click is another service where Google will monitor our site for certain key words that we use, such as septic, sewage disposal, etc. When someone does a search and types in these key words it would direct them to the TOWA web site. The cost for this service ranges from \$1 to \$2 per click. It was discussed by the members and at this time it was determined that this would be a cost to TOWA with no benefit. If we rent advertising space on our web site in the future then this might be a viable option so that the viewers would possibly click into the advertiser's web site.

Advertising on the TOWA web site was discussed. If we put advertising banners on our site the Google Analytics will track the number of hits on the banner so TOWA could provide feedback to the advertisers on how many times their site was visited through TOWA. Spencer needs to get more information from Google on how this program works and what keywords need to be on the TOWA site so we get more people directed into the TOWA site when they do searches.

Spencer Hissam requested that if anyone is on a web site and there is something on that web site that may be of interest to septic providers, installers or the general public to let him know so he can put a link on the TOWA site to direct people to that site.

Old Business – No old business was presented to the Board for discussion.

New Business – No new business was presented to the Board for discussion.

No further business came before the Board. The next Board meeting is July 13, 2010 from 4 -6 p.m. at Lentz Public Health Center, Nashville, TN. Mr. Hissam adjourned the meeting at 5:10 p.m.