
Minutes

Board of Trustees
Central Iowa Water Works
September 12, 2025
3 Fountains Edgewater Training Center
4200 University Ave, Suite 134
West Des Moines, Iowa 50266
8:00am

Item 1: Chair Jody Smith called the meeting to order at 8:03 a.m.

Item 2: Roll Call

Trustees in Attendance

John Edwards, Clive
Diane Munns, Des Moines Water Works
Susan Huppert, Des Moines Water Works
Tom Cope, Johnston
John McCune, Urbandale Water Utility
Carol Butler Freeman, Warren Water District
Courtney Clarke, Waukee
Jody Smith, West Des Moines Water Works
Dan Lovett, Xenia

Others Present

Peter De Kock, Clive
Bryan Burkhardt, Johnston
Andy Fish, Warren Water District
Ted Corrigan, Des Moines Water Works
Christina Murphy, West Des Moines Water Works
Dustin Delvaux, Central Iowa Water Works
Tami Madsen, Central Iowa Water Works
Melissa Walker, Des Moines Water Works
Neal Westin, Nyemaster Goode, P.C.
Brent Bogar, AE2S
Amy Kahler, Des Moines Water Works

Item 3: Approving Agenda, as presented or as amended

Group consensus was to approve the Agenda, as presented, for the Workshop.

Item 4: Communications Planning Discussion

Tami Madsen introduced Brent Bogar, Senior Government Affairs Specialist at AE2S.

Brent Bogar provided an overview of the meeting and his role to guide the organization toward a framework for determining legislative priorities for the organization.

Brent Bogar presented the first question:

How do you see CIWW becoming the voice of water quality in Central Iowa?

The participants shared numerous thoughts with a focus on the following: CIWW should become the trusted voice on water quality for residents and businesses by providing facts – scientific, economic, or otherwise – and relating the data and impact to the audience. Communication should be at a level the public understands while being engaging and interesting. CIWW should distinguish itself from the past and create a new legacy to become a reliable source in water quality. Becoming one of many voices speaking about water quality is necessary for change.

Brent Bogar summarized that participants see CIWW as leaders and provider of facts presented in a context that people can relate to and apply. The subject of the message does not change; how it is delivered changes depending on the audience.

Amy Kahler entered at 8:21 a.m.

Andy Fish asked the board if CIWW should be proactive, reactive, or a combination of both?

The participants agreed it is best for CIWW to be proactive, but not necessarily the “tip of the spear”. CIWW should find potential partners who have interest in water quality and build those relationships, develop positive rapport with legislators and rural county residents to assist in spreading a proactive message, and create a framework for educational campaigns and provide a repository of resources.

Brent Bogar summarized that CIWW needs to determine the level of proactive engagement and where CIWW is engaging. Things that need to be considered as CIWW begins: media, subject matter expert, advocacy, and policy.

How do you ensure that CIWW is a unified voice? What do you do when there is a conflict with CIWW’s voice and a member agencies’ and each other?

Participants stated that trust in the other members’ experiences and knowledge will support unity within CIWW. The structure of the 28E and how CIWW has been set up assists in handling conflict. The Board Members of CIWW have sincerely shown they are one team and want to discuss issues. There is a need to create a process for bringing situations that could create

conflict between the agencies before the board to have discussion before action is taken.

Brent Bogar stated the importance of communicating with other communities that have experts and bringing them in to build different types of relationships. Having perspectives from entities outside of the member agencies, such as universities or organizations, provide an opportunity to refine the unified voice of CIWW's member agencies.

Participants emphasized the importance of defining the roles around the member agencies versus CIWW's role. As part of this, it's important to review guiding principles and core values as a board to navigate issues that come up as part of the process.

Item 5: Legislative Planning Discussion

What type of engagement do you envision CIWW to have in the legislative process?

Amy Kahler presented Des Moines Water Work's DRAFT legislative priorities for the upcoming legislative session.

Participants viewed the engagement in the legislative process needing to be active. CIWW should address both the input and the output, including the source and quality.

What is the role of the Executive Director?

Participants suggested guidelines for attending events: the event must be based on fact and there needs to be an opportunity for partnership. They believe it is important to empower the Executive Director to work to her strengths and let her make decisions on which opportunities will be effective and when she should step back.

Item 6: Other Business

Tami Madsen shared that Des Moines Water Works is proposing to, again, invite all members of the Iowa General Assembly to a tour of the Fleur Drive Water Treatment Plant. A couple of day/time options have been identified by DMWW and their legislative representatives. The board agreed that the tour should be sponsored by CIWW at day/time options best suited for directly affected parties.

Adjournment

Chair Smith adjourned the meeting at 10:27 a.m.