

SUSTAINABLE REMEDIATION FORUM
BOARD OF TRUSTEES MEETING SUMMARY

September 2, 2011

Agenda:

- Additions to agenda
- Approve previous meeting minutes
- Committee Reports
 - Meetings
 - SURF 18 planning update
 - SURF 19 planning update
 - SURF 19 registration fee structure
- A&WMA MOU
- Committee Reports (cont'd)
 - Finance
 - Technical Initiatives
 - Communications/Outreach
 - SURF-sponsored student paper competition for Battelle 2012
 - Survey for member feedback on SURF-hosted member bios
 - Membership
 - Student Chapter update
 - Membership update
 - Removing delinquent members from the roster
 - Nominations
 - Other business
 - US: new developments, policies, or conferences
 - International: new developments, policies, or conferences
- Next meeting

Attendees:

Paul Favara, President	✓	Stephanie Fiorenza	✓
Dave Woodward, Vice President	✓	Karin Holland	✓
Maile Smith, Secretary	✓	Steve Murawski	✓
Brandt Butler, Treasurer		Curt Stanley	
Dave Ellis, Past President (non-voting attendee)		Dan Watts	✓
Mike Rominger (non-voting attendee)	✓		

Quorum confirmed. Meeting (teleconference) called to order, approximately 11:04 am PDT / 2:04 pm EDT.

Voting Items:

1. Approve the meeting minutes from 8/5/11
 - a. Dan – motion to approve the previous meeting minutes
 - b. Stephanie – motion seconded
 - Aye – 6 (Karin not on the call for this vote)
 - Nay – 0
2. Offer a 20% membership dues discount for new members that sign up at SURF 18, and apply those membership applications and dues to the 2012 membership year
 - a. Maile – motion to offer the dues discount described above

- b. Dan – motion seconded
 - Aye – 7
 - Nay – 0
- 3. Approve a not-to-exceed budget of \$1,500 for refreshments at SURF 18
 - a. Stephanie – motion to approve the SURF 18 refreshment budget
 - b. Paul – motion seconded
 - Aye – 7
 - Nay – 0
- 4. Approve an additional 20 hours to Writing Unlimited to support the technical editing and publication of the SURF Metrics Toolbox
 - a. Paul – motion to approve the increase in hours noted above
 - b. Dave – motion seconded
 - Aye – 7
 - Nay – 0

Business Discussed:

1. Committee Reports

1. **Meetings** – Stephanie has taken on the chairpersonship of the Meetings Committee. She has had a discussion with Mike R. and they will meet again to work on policies and budget for future SURF meetings. SURF 18: Meeting registrations are around 60. There are many EPA representatives who will be attending. Mike R. will provide Maile with additional information about the Boeing tour to post on the website. SURF 19: Planning is underway. Karin and Mike R. have been working on a policy regarding joint events that will be modeled on and complementary to the A&WMA MOU. Karin describes how she, Maile, and Stephanie were working on the marketing materials for SURF 19 and the issue of the meeting payment structure came up. The payment structure was tentatively a fee of SURF members of \$150 and non-members of \$75. Stephanie thought this might appear as unfair to SURF members. She suggests we charge a 1-day fee of \$75 and a multi-day fee of \$150. Stephanie also suggests that we provide an incentive for new members if they join at the meeting. There is some general discussion about the free first-time meetings and whether this incentive is benefitting SURF and its members. There is an additional discussion about the particular details of an on-site membership signup discount. The general consensus is that a discount of 20% would be a good incentive, and that memberships initiated at SURF 18 would count towards the 2012 membership year. (See vote above.) Stephanie notes that she is proposing a not-to-exceed budget of \$1,500 for refreshments for SURF 18. This will cover three refreshment events for up to 100 people. Typically SURF does not provide refreshments, but there are no feasible alternatives at this meeting location.
2. **A&WMA MOU** – The MOU has been finalized (still needs signatures) and now we need to determine what the joint activities might be. Previously we had discussed joint meetings and webinars. Paul asks if Stephanie would clarify how meeting logistics would be split. Stephanie confirms that the logistical support labor would be shared by both organizations. Paul asks if Stephanie thinks a joint webinar with A&WMA, where SURF is contributing the presentations and A&WMA is contributing the infrastructure and logistical support, if that seems like an equitable split? There is some discussion about the effort to prepare webinars and presentations. Paul wonders if we should modify the MOU to include a clarification that we strive to contribute labor on a 50/50 split, which may be negotiable or modified on an event-by-event basis. Stephanie and Dan don't think the MOU should be modified, but that SURF should have a discussion with A&WMA about our acknowledgment that not every event will be equitable that we will strive for an overall equitable split of efforts. Karin and Paul continue to work on preparing presentations on the SURF guidance materials, which can be used for a potential

webinar (or portion of a webinar or meeting). Trustees should forward any final comments on the MOU to Paul no later than Wednesday, at which time he'll sign the MOU and return it to A&WMA.

3. Committee Reports (continued)

1. **Finance** – Discussion re: SOW for Writing Unlimited. [SECTION REDACTED – CONFIDENTIAL PERSONNEL]
2. DISCUSSION.]
3. **Technical Initiatives** – The SR Site Rating initiative is moving forward. The SR/Sustainable Redevelopment initiative is getting off the ground. A fact sheet outline will be ready by SURF 18 and the fact sheet will be prepared by SURF 19. Presentations and webinars on the framework and LCA guidance are in progress.
4. **Communications and Outreach** –SURF is providing a \$1,500 prize for the student paper competition at Battelle in Monterey (2012). Mike Miller has responded to Battelle, providing some language that incorporates sustainability principles in the review and selection of the paper, specifically: *The paper will be evaluated, in part, on integration of sustainability into the study, with specific focus on environmental, societal, and economic impacts and benefits of the paper topic.* Maile mentions that SURF received approximately the same number of website hits from the SR guidance press release as from the SURF LinkedIn site. She does not have the exact statistics handy, but will download and compile the data and forward to the Board. Approximately 4 or 5 new members have joined since the press release was issued. There is a “how did you hear about SURF” form field on the membership application, but it is not currently mandatory, so it is difficult to know if the new members were the result of our communications efforts. There is some general discussion about the purpose and effectiveness of communications on increasing membership. Steve wonders if we should revisit our non-marketing mantra as an incentive to members. Maile thinks we could explore this, but thinks we should do so cautiously, as marketing was seen as a drawback in some responses to a SURF 17 communications focus group. She will forward the compiled responses to the SURF 17 focus group to the Board (will eventually be published with the SURF 17 meeting minutes and, if time, will be quickly summarized during the SURF 18 committee report-back). Steve encourages the Board to continue pursuing the idea of posting member bios on the website. Maile agrees and is waiting for Paul’s input for a communication and survey. Paul emails the Board during the meeting with his suggested communication for member feedback. Steve thinks that SURF’s value proposition needs to be explored before we tackle the question of increasing SURF membership. Steve suggests that the Board brainstorm during the upcoming SURF meeting. Based on our brainstorming ideas, we could incorporate further membership input and feedback. There is general agreement on this. Paul mentions that these calls have and continue to be focused on policy and transactional details (and rightfully so for our young organization), but they don’t lend themselves to strategic discussions. Paul proposes that we devote the bulk of our next call to these big picture issues. The concept of a value proposition would be an ideal topic (perhaps tailored to various member types). Maile suggests that we discuss ongoing meeting structure and schedule. Mike R. thinks that continuity of SURF leadership is an important topic. Steve questions if it is too late for this Board to discuss these issues and if they should be tabled until the next Board can tackle them. Several members think this is timely and should be discussed.
5. **Membership** – Dan is working with Karin on student outreach during SURF 19. Maile reports that there are 4 to 5 new members since the last Board meeting. She is planning on removing delinquent members from the SURF membership directory (except for two members who are clearly still participating and have likely overlooked their 2011 dues payment; Maile encourages the Board to reach out to these two individuals and remind them to pay their dues).
6. **Nominations** – Paul has begun thinking about the nominations process for 2012 and how we might encourage the more active SURF members to run for Board positions. Dan suggests asking Dick Raymond and Dave E. to help recruit nominees.

4. **Other business** – US developments, policies, or conferences: EPA is presenting another webinar on green remediation. The EPA environmental footprinting guidance will be released on September 9 for public comment. The worksheet will also be distributed, but the EPA doesn't intend on updating it in the future. The National Research Council report presenting a framework for incorporating sustainability into the EPA's principles and decision making has been published. Mike Kavanaugh will provide an update at SURF 18. International developments, policies, or conferences: Dave Ellis and John Ryan are leading a ~4 hour workshop on SR for a very large conference in Brazil in October. SURF Canada: Next meeting will be immediately before the upcoming "rem-tech" conference in Banff in October. Dave W. will present his "SURF the globe" talk during the meeting. Other SURF members will also be presenting at the conference. SURF Canada will be talking to Maile about the SURF website, lessons learned, and the function/appearance of the site and SURF logo, some portions of which they may want to incorporate into their own logo.
5. **Next meeting** – The next meeting is scheduled for 9/16/11.

Draft Agenda for Next Meeting:

- Additions to agenda
- Approve previous meeting minutes
- Time-sensitive committee reports or requests
- SURF value proposition
- SURF meeting format and schedule
- SURF leadership continuity
- Next meeting

Meeting adjourned, 12:33 pm PDT / 3:33 pm EDT.

Respectfully submitted by,
L. Maile Smith, Secretary