

SUSTAINABLE REMEDIATION FORUM

BOARD OF TRUSTEES MEETING SUMMARY

August 1, 2014

- New additions to agenda
- Approve meeting minutes from last Board call
- SURF27 Update (Kristin)
- SURF28 Update (Nick)
- Communications/PR
- Sponsorship Benefits
- Sponsorship/Welcome Package
- Committee reports / Initiative charters
 - Meetings
 - Finance
 - Technical Initiatives
 - CSI
 - Social Aspects
 - SRI
 - Communications
 - Membership
 - Education & Outreach
- Other business
- US: new developments, policies, or conferences
- International: new developments, policies, or conferences

Attendees:

Nick Garson, President	✓	Rick Wice, at-large Trustee	
Angela Fisher, Vice-President	✓	Buddy Bealer, at-large Trustee	
Amanda McNally, Secretary	✓	Jake Torrens, at-large Trustee	
Keith Aragona, Treasurer	✓	Melissa Harclerode, at-large Trustee	✓
Karin Holland, Past President (non-voting attendee)		Olivia Scance, at-large Trustee	
Mike Rominger		Kathy Adams	
Kristin Mancini	✓		

Meeting called to order at 1:10 pm EDT. Quorum confirmed.

- New additions to agenda
- Approve meeting minutes from last Board call (7/18). **Unanimously approved.**
- SURF27 Update
 - Keith has viewed the room for the meeting at University of Michigan. Nearby Hotels, parking, and restaurants in walking distance. Meeting will be November 11-12, 2014. A draft agenda has been developed and a list of proposed topics. The proposed theme is "Sustainability in Action." Team members are working on logistics so that this

information can be posted on the website as early as possible. The team will broadcast through social media announcements and local public radio to promote the meeting. Additional outreach suggestions include auto manufacturers (for a potential field trip), local regulatory agencies, USEPA Regional representatives, Michigan DEQ, Ohio EPA, consulting firms with offices local to the Ann Arbor area. Planning documents have been added to the SURF Google Drive.

- Detroit Airport is about 20 minutes from Ann Arbor. Transportation options will be posted on the website when available.
- The room and associated spaces have been tentatively booked. Payment will be required in a week or so. Costs were reviewed and have been uploaded to the Google Drive. Costs include main meeting room, concourse (e.g., for buffet tables), breakout rooms, and all required A/V equipment.
- Suggested to purchase a projector for SURF. Would need to ask Kathy and Mike if they could keep the projector and either ship it or bring it to each meeting to avoid continued rental fees at our meeting venues.
- Suggested to ask whether we are required to use the University catering services or if we can provide our own snacks/drinks.
- SURF28 Update
 - Meeting space at Boeing's Arlington, VA facility has been reserved. However, the schedule is dependent upon the Boeing Chairman's schedule for 2015. Nick will be notified when this schedule is available and if the date needs to change. Meeting date is February 24-26, 2015.
- Communications/PR
 - Boeing communications person is willing to volunteer but does not want to do it by herself. Other volunteers are sought from member/sponsor organizations. Volunteers would need to be SURF members. Would work with communications committee to develop a communications strategy (internal and external), including press releases, new member packages, sponsorship welcome packages. Once volunteers have been identified, the "job description" should be reviewed and prioritized. Identified as an opportunity to share best practices for communications in the remediation field.
 - Keith asked Haley & Aldrich marketing person about brand consulting. A full scale consultant may cost in the range of \$60,000-\$100,000. For this reason, it was suggested to engage a volunteer team.
 - It is anticipated that the volunteer team would be cross functional to collaborate on communications, PR, and branding strategies.
 - We have discussed enhancement/modification of the SURF website. Depending on the skill sets of this team, they could work on a website approach as well; however, we may consider seeking professional services for website development.
- Sponsorship Benefits
 - Proposed to increase number of comp'd meeting registration fees for sponsors so that each of the comp'd members (i.e., 3 for Gold, 2 for Silver, 1 for Bronze) can attend all in-person meetings (2 per year) at no cost.
 - Motion to amend SURF sponsorship benefits as reflected in the proposal above.
Unanimously approved.
- Sponsorship/Welcome Package
 - Amanda and Angela will coordinate offline to compile this package.

- The audience for this document is management level people at sponsoring organizations that make decisions related to sponsorship of SURF. We would create an alternate version that could be provided as an advertisement for potential sponsors.
- Committee reports / Initiative charters
 - Meetings
 - Finance
 - Technical Initiatives
 - CSI
 - Amanda McNally and Barbara Maco have discussed the Case Studies Session at the SURF Italy conference. There will be a panel discussion with members of international sustainable remediation organizations and presentation of case studies received to date. CDM Smith is working on compiling case studies to submit.
 - Social Aspects
 - Team has garnered interest from various international organizations, including SURF Canada, Taiwan, SuRF-UK, Paul Bardos, and Paul Nathanail (ISO). All sections of the document have been assigned.
 - Suggested to reach out to European organizations for input (Common Forum, NICOLE) on existing social aspect frameworks and tools.
 - Breakout session at SURF27 – would like to have some additional time. May have a Social aspects session during both breakout session blocks or potentially reserve breakout rooms for the afternoon/evening before the meeting if members are arriving early.
 - SRI
 - Communications
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- Next Meeting has been rescheduled for noon EDT on August 29, 2014 (one hour earlier).
- Suggested to request attendance at the next Board meeting from Committee leads to get status on any committee activities and determine if any support from the Board is needed. Angela will send an email to these people.

Action Items:

- Board members should seek individuals at their companies who may be interested in becoming SURF members and volunteering to support our communications/PR/branding efforts.
- Amanda and Angela will develop the Sponsorship welcome package before the next board call.

Motion to adjourn the meeting. Unanimously Approved.

The preceding represents the author's interpretation of the items discussed at the meeting.

Please contact me with any discrepancies, changes, or clarifications in writing for inclusion in the record.

Respectfully submitted by,

Amanda D. McNally, Secretary