

SUSTAINABLE REMEDIATION FORUM
BOARD OF TRUSTEES MEETING SUMMARY

March 5, 2010

Agenda:

- Terms of Membership and Sponsorship

Attendees:

David Ellis, President	✓	Carol Baker	✓
Paul Favara, Vice President	✓	Stephanie Fiorenza	✓
Maile Smith, Secretary	✓	Dick Raymond	✓
Brandt Butler, Treasurer	✓	Dan Watts	✓
Mike Rominger (non-voting attendee)	✓	Dave Woodward	✓

Meeting (teleconference) called to order, approximately 10:05 am PST / 1:05 pm EST.

Quorum confirmed.

Voting Items:

1. Establish the annual dues for Regular Members at \$150 and for Student Members at \$25
 - a. Dick – motion to established dues as above
 - b. Dave Woodward – motion seconded
 - Aye – 8 (Carol Baker not on call during this vote)
 - Nay – 0
2. Establish the annual dues for Government Members at \$100
 - a. Dick – motion to established dues as above
 - b. Stephanie – motion seconded
 - Aye – 8 (Carol Baker not on call during this vote)
 - Nay – 0

Business Discussed:

1. **Terms of Membership and Sponsorship** – During the last meeting, we decided on the first two classes of membership, Regular and Student. Consensus is that the application form is generally OK with the comments and suggestions provided by the Trustees via email to Maile (comments received from Dave E., Brandt, and Paul). Dave E. asked about the status of payment buttons. Maile explained that the payment buttons were added just this morning, and Carol confirmed during the call that she was able to access the payment page and buttons. Dave W. suggested that we have some information available on the form, either now or later, for sponsorship opportunities. Dave W. brought up the issue of non-member hosts, and whether or not they would be allowed to attend a SURF meeting without being formal members. Further discussion regarding the non-member attendance at SURF meetings was tabled for the next Trustees call.
2. **Revenue Model** – Dave W. reviewed Paul’s SURF organizational budget (SOB) and revenue model. Paul provided some additional input and explanation. Dave W. reminded the group of the importance of recognizing that some members may not have seen this information or a summary of it, and we need to be aware of that in our communications of our decision going forward. Dave W. also mentions that besides sponsorship, there are multiple ways of affecting our revenue, for example: have fewer meetings, charge more for meetings, recruit more members, etc. Paul is in favor of charging more for meetings. Dave W. suggests that in lieu of using the SOB model, the Trustees should look at having single value individual memberships (regardless of company/organization size) and various sponsorship levels (e.g., gold, silver, bronze). Discussed the need to

outline sponsorship benefits (e.g., individual memberships, recognition on the SURF website and during SURF meetings, meeting registrations, right to use the SURF logo in sponsoring-company advertising materials, etc.). Dave W. discusses the benefit of using the SURF logo. Stephanie, Dick, and Dave E. are generally OK with that, as long as it is clear that the use shows that the company is a sponsor of SURF, but not that SURF endorses the particular company. Paul suggests that we consider the impression that SURF is an industry group (which is often seen as opposed to regulators) and what the sponsorships and/or sponsor logos will contribute to that perception. Dan concurs. Paul reminds us that the revenue model was created back in October, and that a lot has changed since then, so he's in favor of exploring this model as well. Dave E. suggests aiming for a particular net revenue amount or percentage from each sponsorship level and assign benefits accordingly. Dave W. suggests that we aim for 80% revenue above SURF's cost to provide the benefits to the sponsor. Dan asks if our model should assume that meeting registrations will pay for the cost of the meetings? (And other sources of revenue will pay for the other costs of the organization?) Paul and Dave W. think we should move forward, and get down to that level of granularity after we've got some operating revenue.

3. **Sponsorship levels** – Dave W. suggests the following levels of sponsorship:

- a. Gold = \$5,000 or more
- b. Silver = \$2,500 to \$4,999
- c. Bronze = \$1,500 to \$2,499
- d. Meeting sponsor = meeting-specific, no set value

Brandt suggested that we add a Sponsorship Code box on the membership form, which individual members could use to indicate that their annual dues are paid through a particular sponsorship. The Trustees are generally in favor of that idea. Dave W. agreed to draft a cost/benefit matrix for the various sponsorship levels, which he will distribute for review early next week. The Trustees agreed that we should finalize and vote on the sponsorship program during the next board meeting.

4. **Membership Dues** – Discussed the various member classes and respective annual dues. Revisited our previous discussions about setting annual dues at \$150 for Regular Members and \$25 for Student Members. Also discussed having a special, reduced rate for government members, whom often have small budgets available for professional development activities. The special class would be available to government employees in general (not just regulators), and based on previous input from Paul Hadley, should probably not be higher than about \$100 annually. (Note from Secretary: On a previous draft membership application form, which was distributed by email to the Trustees for review and discussed briefly during the 2/26/2010 teleconference, this membership classification was listed as "Teacher/Public Sector", and defined as those who "are engaged in full-time teaching (primary, secondary, college, or university level) or are local, state, or federal government employees.") The discussion on a special government rate for meeting registration was tabled until the next board meeting.

Draft Agenda for Next Meeting (3/12/2010):

- Approve previous meeting minutes (2/26/2010 and 3/5/2010)
- Additions to agenda
- Sponsorship levels and benefits
- Proposals from Kathy Adams and Mike Rominger
- Staggering Trustee terms
- Potential indemnification/insurance requirements
- Committee Reports
 - Membership
 - Meetings
 - Non-member attendance (e.g., from host organization) – *tabled from 3/5/2010 call*
 - Registration fees for government members – *tabled from 3/5/2010 call*
 - SURF 13 planning update
 - Communications/Outreach
 - Battelle conference outreach planning update

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- Finance
- Technical Initiatives
- Nominations
- Other business
- Next meeting

Meeting adjourned, 11:15 am PST / 2:15 pm EST.

Respectfully submitted by,

L. Maile Smith, Secretary