

SUSTAINABLE REMEDIATION FORUM

BOARD OF TRUSTEES MEETING SUMMARY

July 18, 2014

- New additions to agenda
- Approve meeting minutes from last two Board calls
- SURF26 Review
 - Attendance
 - Post Event Survey
 - PDH Certificate
- SURF27 Update
- SURF Lean Exercise
- Administrative Support Job Description
- Battelle
 - 2015 Miami Sponsorship Updates
- Newsletter Call for Articles
- 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
 - SustRem 2014 Italy Update

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 1:07 pm EDT. Quorum confirmed.

- Motion to approve meeting minutes from July 9 meeting. **Unanimously approved.**

- Motion to approve meeting minutes from June 6 meeting. **Unanimously approved.**
- New additions to agenda
- SURF26 Review
 - Attendance
 - Post Event Survey
 - PDH Certificate
- SURF27 Update
 - University of Michigan is confirmed as venue. Meeting will be scheduled for two full days, November 12-13 (Wednesday – Thursday). Team is currently deciding on specific room(s) for the meeting. Keith will visit the campus next week to visit the available spaces. Keith will be reaching out locally for resources, speakers, etc. It is important to ensure A/V capabilities, acoustics, etc. will meet our needs, especially for remote attendance.
 - Since we are considering inviting local auto manufacturers, we may want to consider a field trip (e.g. vehicle manufacturing, remediation site, etc.) as part of the meeting. Perhaps on the morning of Day 3.
 - Team should be having weekly planning calls.
- SURF28 and Beyond
 - Kathy and Mike are reaching out to Karyllan about K&L Gates as a meeting venue in New Jersey.
 - Possibilities for DC meeting include member company offices (e.g. Boeing), Universities (e.g. GWU)
- SURF26 Wrap Up
 - PDH certificate will be distributed to webinar attendees using the GTW list from Mike. Amanda will coordinate with Mike to get this list.
 - Jake will circulate survey using Google Docs/Forms.
 - Feedback
 - Some people needed clarity on what Imagine H2O is doing and what their partnership with SURF may be going forward. Jake is going to meet with Imagine H2O to discuss opportunities.
- General comment – emails from various SURF accounts can get misplaced. Amanda will attempt to revise the appearance of the Secretary account to say “SURF – Secretary” so they are easier to sort. Other accounts that send emails to the membership (e.g. Communications chair) will do the same.
- SURF Lean Exercise
 - Most recent meeting focused on actionable items to improve various aspects of the organization. These included:
 - Communicate with key regulators on a regular basis with real-world examples. Find the regulatory “Champions” who can advance SR within the agencies (SRI--underway).
 - Hire someone to develop a PR Strategy/Plan around SR and play a role as the SURF Communication Leader. (Additional discussion below)
 - Simplify the SURF our Value Proposition for attaining membership.
 - Create a Value Proposition for SR.
 - Spend less time on Student Chapters. Don’t drop them, but let them take control (find champion professors).
 - Strive to get published in more “Peer Reviewed” journals.

- This could be delegated to Technical Initiative Leads (Karin and Paul)
 - Anyone interested in working on these action items should contact Nick directly.
 - Administrative Support & PR/Communications Job Description
 - Need a crisp, clear scope of work to control costs. Suggested to recruit communication specialists from member companies to work on our PR/communication needs.
 - Strength in communications (e.g. meetings, documents, posting to website/social media, etc.), but we need guidance on an overall communications and branding strategy. How do we reach a broader audience?
 - Since work to date has been volunteer-based, it been difficult to develop this strategy. Paying a consultant to advise us on the broader communications strategy could provide expertise that we don't currently have. Services could be requested on an as-needed basis. Consultant would provide action plan to our communications committee to implement.
 - Keith has a contact at Haley & Aldrich and will reach out for input.
 - We would need to identify PR firms that are familiar with the remediation industry.
 - Jake will set up a call for interested members to further develop the scope.
 - Amanda will inquire at AECOM regarding a marketing professional.
 - Jake will reach out to SPUR to exchange ideas.
 - Sponsorship and fundraising could be a separate focus area, but related to marketing/PR.
 - Battelle
 - Due to Battelle's short timeline, Rick provided names to Battelle for participation in the GSR track. If anyone has additional suggestions for participation (in GSR or other tracks), please contact Rick. Suggested to include Barbara Maco.
 - Installment payments have been initiated for sponsorship.
 - Remediation Journal
 - John Simon is considering an editorial section on sustainable remediation. First edition would be focused on Region 10 strategy (e.g. recommending consideration of BMPs per the ASTM standard guides).
 - Newsletter Call for Articles
 - SustRem 2014 (Amanda)
 - PR/Communications Strategy (Jake)
 - Battelle Tracks and Sessions (Rick)
 - SURF26 Webinar Summary
 - Imagine H2O – tentative
 - Technical Initiative Updates
 - Call for new TI's for 2015
 - Committee reports / Initiative charters
 - Meetings
 - Finance – Keith reviews Treasury slides (balance, sponsorships, API funding, year-end balance projection). No activity from the Finance Committee this month.
 - We need to identify a backup for the Treasurer who has access to and is familiar with our accounting system. This person could be added as a signatory to the account. Secretary
 - Motion to appoint the Secretary (Amanda McNally) as the backup to the SURF Treasurer and be given signatory authority on the Bank of America checking account.

Unanimously Approved.

- Keith will inquire with Bank of America regarding their requirements for this.
 - Technical Initiatives
 - CSI (6 Panel provided by John Simon)
 - Kathy is developing estimate for converting case studies into our template. Funding could come from SRI/API since case studies are part of outreach initiatives.
 - CSI Session at the SustRem 2014 Italy Conference in September. Amanda and Barbara to meet next week to discuss agenda and materials.
 - Social Aspects
 - SRI
 - Communications
 - Membership
 - Several sponsors have available complementary memberships and meeting fees.
 - Suggested to reevaluate sponsorship benefits – complementary memberships should also have complementary meeting attendance, rather than limiting it to two meetings per firm. Amanda will ask Kathy to review past meeting minutes and identify reasoning for current structure.
 - Suggested to add a Platinum sponsorship level. Would need to identify additional benefits.
 - Should also look at adding benefits to the lower level memberships.
 - Amanda and Angela will work on a sponsorship welcome package.
 - Education & Outreach
- Other Business
 - US: new developments, policies, or conferences
 - International: new developments, policies, or conferences
 - SURF Italy – GW Reuse paper was accepted as a poster presentation. Melissa provided the poster that was used at Battelle. Jake will locate any SURF-specific poster templates. Amanda will work with AECOM marketing to develop the final poster with the SURF sponsorship logo included. Amanda will also participate in the international SURF meeting in Italy as a representative of SURF US.

Action Items:

- Amanda will coordinate with Mike to get the list of SURF26 webinar attendees from GTW.
- Jake will distribute PDH certificate and meeting survey.
- Amanda and Jake will change appearance of SURF email accounts for consistency (i.e., “SURF Secretary” and “SURF Communications”). **Completed.**
- Keith has a contact at Haley & Aldrich and will reach out for input on Communications/PR.
- Jake will set up a call for interested members to further develop the scope for PR/Communications.
- Amanda will inquire at AECOM regarding a marketing professional.
- Keith will inquire with Bank of America regarding their requirements for establishing a backup point of contact/signatory for SURF’s accounts.
- Amanda will ask Kathy to review past meeting minutes and identify reasoning for current structure of sponsorship benefits.
- Amanda and Angela will collaborate on a sponsorship welcome package.

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