

## **SURF Board of Trustees**

**Subject: Follow Up Meeting to discuss options for Battelle involvement.**

**Wednesday, August 19, 2015, 1:30 PM EDT**

Attendees:

- Melissa Harclerode
- Paul Hadley
- Rick Wice
- Amanda McNally
- Maile Smith
- Keith Aragona
- Jake Torrens
- Olivia Skance

Summary of Discussions:

Three opportunities are available to SURF with Battelle – GSR Track, Student Paper Competition Sponsor, and Booth in the exhibit hall. The cost for the student paper competition is \$2,000 and the booth is \$3,695.

**GSR Track.** Russell was interested in incorporating the additional session suggested by SURF. There will be six sessions in the GSR track. Battelle wants to minimize consultants as session chairs and does not want to double up on representatives from any one organization. SURF's suggested session chairs include: Rick Wice and Carlos Pachon (Ecological); Paul Favara (Tools); Brandt Butler (Case Studies); Maile Smith (Reuse/Revitalization); and Lynn Tucker (GW Conservation or Tools).

**Booth.** If we decide to have a booth, we need to do so early in the process (which begins on August 24) to get a good location. There is no obligation associated with having a booth - we need to evaluate the effectiveness of having a booth and determine if this is a good investment of marketing money. The Bio conference did not generate new memberships. One thing to consider is how many SURF members will be in attendance and available to staff the booth; however, it is too early to know about individual attendance. Staffing the booth is challenging, especially if fewer SURF members will be in attendance.

An alternative to having a booth presence is to provide signs or placards to place in sponsor organizations' booths describing SURF and highlighting their involvement. Some companies may already do this on their own, but if SURF provides materials, it would be consistent and eye catching. Are we able to have SURF branding during the GSR track in between presentations or provide handouts or case studies? This would require a discussion with Battelle.

**Student Paper Competition.** SURF would get visibility on Battelle's website, program, and during the conference. We would also be involved in reviewing the papers. This event supports SURF academic connection.

**A motion from Rick Wice to approve sponsorship of the student paper competition was seconded by Olivia Skance and unanimously approved by the Board.** Paul Hadley had to leave the call before the vote but gave his proxy to Maile. Maile will lead the onsite communications efforts (flyers, handouts, membership forms on the bulletin board). Keith and Rick will lead the paper competition coordination. Melissa will lead the effort to develop materials for sponsor booths.