

**SUSTAINABLE REMEDIATION FORUM (SURF)
BOARD MEETING MINUTES 03/02/16**

Meeting conducted at SURF 31 – Pasadena

John Simon, 2016 President	X	Colleen Liddell, 2016 at-large Trustee	
Barbara Maco, 2016 Vice President	X	Aaron Thom, 2016 at-large Trustee	X
Tammy Rabideau, 2016 Secretary	X	Kristin Mancini, at-large Trustee	X
Keith Aragona, Treasurer	X	Paul Hadley, 2016 at-large Trustee	
Maile Smith, Past President	X	Rick Wice, 2016 at-large Trustee	X

Meeting called to order at 0653 (PST). **Quorum confirmed.**

Comments from the first day of SURF 31

- Great speakers, good attendance, skepticism on sustainable remediation, people don't fully trust the idea, intention of SR is good, but does it really do anything? Do regulators don't trust it?

Summary of plan for second day of SURF 31

- Summarize survey findings
- Inform the members/attendees that we will be asking for input

Topics for SURF 32 webinar

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Where is SURF 33 going to be held?

- Boeing may not be able to accommodate the SURF 33 meeting.
- Evaluate alternative locations

Potential collaboration with international

- We discussed the SURF 31 audience idea of providing international SR training and a certification. (The boot camp at Battelle might be one option).As a starting point SURF USA can offer our free webinar to an international audience. Additional collaboration ideas can be discussed during the international SURF network's panel at the 4th International Conference on Sustainable Remediation (Sustrem), which will be held in Montréal, Canada between April 26 and 28, 2016. The prior Board supported this and there is no reason to change our position.

Follow up to SURF 31

- Determine who the new attendees to SURF 31 are and call them personally to thank them for attending. Rick volunteered to write a script.
- Tammy to make a list of the attendees and will be distribute to the board. Each board member will assist with making phone calls.

Survey results

- What to do with information and move forward with it.

Annual/quarterly webinar?

- Ask presenters from SURF 31 to present
- Pick a topic from SURF 31 and offer to members for free (45 minutes)

Original: 03/02/16

Revised: 3/10/16

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- What is the level of effort for a SURF webinar? Do a spring webinar with a presentation from SURF 31. Ask other committees to assist in the webinar planning/preparation.
- Barbara offered to assist and figure out what is necessary to pull a webinar.
- Cost of webinar? John will reach out to Mike Taylor of Vita Nouvea and inquire if he will host the webinar
- Lara Hansen offered to do a webinar for free. Lara was the first speaker on day 1 of SURF. The Board supported this concept. John to advance this idea to Lara.
- Offer webinar to International SURFs

Beef up Case studies

- The case studies need to be stronger and have more data, analysis, and metrics. Add the social and economic impacts the WOW factor of SR.

Think Tank

- New ideas, path forward, white papers, etc.

Draft Strategic Plan

- Technical advisory group? To help brainstorm on ideas for surf?
- Have conversations within our own networks of people that do/have SR, reach out to our own contacts and get feedback.
- Why don't the regulators and other not buy in to SR?
- Is SR too narrow of a niche for this organization?
- People don't understand that they are already doing this
- Smart Remediation!!!!
- People need to understand SR, rethink the idea of SR and rebrand it. We need to know what people think about SR. why are others not passionate about SR?
- Bring in other groups like the Heather Rosenberg presentation on day 2 of SURF 31.
- Express the value of SR? You can't verbalize the value added other than smaller environmental footprint.
- GOAL is to close sites?
- Fill data gaps that the community doesn't understand

How do we get the above questions answered? Hire a market researcher, do a focus group of outsiders. The original funnel of information included...bugs and bunnies...brownfields...eco restoration...we need to define the questions of where we want to go and how we get there.

What is the value of the SURF membership to the members?

- How many members attend the meeting(s)
- Erin Healy (Anchor QEA) volunteered to work on increasing the value and need for SURF membership – demonstrate the value. Strategy and goals for the membership, have her join membership committee. We will start a dialogue with her. The objective of the membership committee is to start discussion of value of SURF and why join. Look at our value statement. E
- Examine and redefining membership value.

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- It's a combination of outreach to bring people into the tent and then outreach within the tent.
- Why – further the science of SR.
- Look at all this great stuff you get when you join SURF (need to define this for members)
- Where does the survey information go? Maile will send a link for where it is
- Membership committee – Rick volunteered
- We give a lot of information away for free.
- Turn on the discussion forum on our website – Rick to start a discussion
- Alert people what is happening in surf. Direct them to white papers and case studies
- LinkedIn will increase traffic – Lindsay from Exxon Mobil volunteered for the social media
- Vendor database – hire an intern? Who will maintain this (John will lead this discussion)
- Academic outreach – Explore ways to work on academic outreach. Maybe there's no more student chapters. Reach out to the existing chapters?
- Training? GSR boot camp. This will be a good head start to decide if we want to do more training. Battelle will be offering a GSR boot camp. We need to publicize this and evaluate the participation and a path forward for additional training.
- Maile will email Sam Unger, EO for LA RWQCB, thanking him for his presentation and include the SURF 2014 white paper on Groundwater Reuse and Conservation. As appropriate Barbara, and or Paul and Jake will follow up with Sam to highlight the white-paper findings and how it can add value to the Board's groundwater protection program especially during drought conditions
- Barbara will contact Anne Dailey of US EPA HQ & EPA CCA reps (completed) to thank them for SURF 31 participation and invite them to further dialogue on Climate resiliency and SR integration. Barbara will also follow up to see if EPA will post our SR & Climate Resiliency webinar training (final topics TBD) on the CLU-IN website.

Meeting adjourned 0747.