

Board of Trustees Call

Date:	11.27.17
Meeting called to order:	2:01
Meeting adjourned:	2:50

Quorum:	YES
Approve meeting minutes from:	November 13th
Motion to approve made by:	Paul
Second made by:	Barbara
All in favor:	ALL
Opposed:	None
Approved:	YES

Attendees:	
John Simon, 2017 President	X
Barbara Maco, 2017 Vice President	X
Lindsay Burton, 2017 Secretary	X
Keith Aragona, 2017 Treasurer	X
Mike Smiley, 2017 at-large Trustee	X
Colleen Liddell, 2017 at-large Trustee	X
Gerlinde Wolf, 2017 at-large Trustee	X
Erin Healy, 2017 at-large Trustee	X
Paul Hadley, 2017 at-large Trustee	X
Maile Smith	

New Items to the Agenda:	Name	Topic	Follow Up?
LA Metro Transport. opportunity	Paul	Roy has identified a future ASCE conference SURF might contribute to; I will forward discussion/description	Big meeting in LA in 2019, it is ASCE on infrastructure. Opportunity for SURF to help shape that meeting. Suggests Paul ask Roy more about the realistic component, unsure if Roy is interested in doing it, but see if it is available to us how we would select someone. Remediation is part of infrastructure. Sort of as an FYI, just got the note during the holiday and get back to the board with more details.
Fundraising strategy	Mike/Barbara	topics; service to manage website, membership and donations, EOY solicitation	We currently need to use a third party payment site, if we updated our website we could be able to capture that in house. Migrate from Square Space 5 to Square Space 7. Completely different platform, a custom shopping cart function in newer version. We could integrate our payment platform. Can use our existing PayPal account. Downsides: we currently have various member options/ audiences/ permissions- that is not available in the new platform however there are add-ons that can assist with the functionality. May need to get a third party help and we would still need 3rd party platform to manage our members/ subscribers. The most commonly linked to square space is called gopaywall. Allows us to set various levels of membership that is linked to payment and access to places in websites. Benefits: SURF can integrate payment directly into the website, cost is incrementally more, the gopaywall add-on is \$20-30 month, the surcharges for the payment is similar to current. Not everything would successfully migrate. Need to have a call to identify what would need to be migrated, but somewhere on the order of 2 to 4 weeks. Maile would take the lead on it. Can members start signing up on the new site while we build it?- yes as soon as it was ready, would have to think more on the details. Would that mean we would have a new website? No, it would be the same URL. New platform can have auto-reminders, other detailed tools to alleviate the burden on the secretary. Vote on whether we want to move forward on the upgrade process. Motion to approve beginning the migration- Gerlinde- motion to approve moving forward with Maile's proposal. Colleen seconds. All in favor- all, none opposed. Lindsay will let Maile know.
End of Year update to members	Barbara	Presidential EOY Letter	Last year John wrote an EOY email to members, sponsors, and stakeholders. Shall we do that this year? Should it go out at the same time as the newsletter? John can keep the newsletter short. Barbara will propose additions on other activities that are not highlighted in the newsletter. Happy to support. Perhaps a new graphic, Barbara has been getting solicitations by other organizations- she sent an example.
Fundraising strategy	Barbara	11/30 call with SURF legal team	How we officially fundraise in certain states. Call with Keith, John, Mike, Barbara at 11:30 EST this Thursday. On 11/27 Board agreed to: Support Maile's efforts to transition SURF's website to Square6 focusing first on enabling one- stop payment of membership fees/ donations. send a president's end of year solicitation letter highlighting SURF's mission and 2016-2017 achievements. SURF lawyers are preparing the documents for us to begin fundraising in California, Mass, New York, DC.
	Gerlinde	Nominations	Gerlinde will take the lead on figuring out how nominations work. Potential meeting December 21 to discuss. There is a nominations committee, who then stewards the nominations. Thought Kathy managed the process because she is neutral? Gerlinde tentatively accepts responsibility for stewarding. Being able to vote prompts payment of memberships, email current and expired members. Lindsay will send Gerlinde member list.
Recurring Updates:			
Responsible Person	Update (Y/N)	Topic	Current Status
John		Independent Contractor update	Reminder to review. Schedule time on the next board call to discuss.
Paul/Lindsay	y	SURF/AEHS Conference Alignment	SURF San Diego arrangements seem to be on schedule; abstract requests and other announcements for AEHS Amherst 2018 will go out soon - SURF's one at a time commitment is out of step with that schedule
Keith		Finances	
Barbara	y	Climate Change and Resiliency (Tech Initiative)	Draft TI report includes contributions received from MassDEP highlighting Massachusetts' Climate Change and GSR global leadership, from SURF founder Paul Hadley regarding SURF history and global leadership and from EcoAdapt on the technical and scientific "Implications of Climate Change in Contaminated Site Remediation. Tom Potter said a reporter at AEHS contacted him asking what states are doing in the area of climate change. Are we going to EcoAdapt's next meeting? They do 2 or 3 webinars in preparation for their biannual in person meeting. They committed to a session and training on the TI. The f2f will happen in 2019. Do we want to collaborate in any upcoming webinars? Yes that is an opportunity we can explore.
Erin Healey		Social Aspects (Tech Initiative)	
Amanda McNally		Case Studies (Tech Initiative)	
Gerlinde		GSR Value	
Gerlinde		Communications	
Lindsay		Membership	
Keith		Sponsorship	
Barbara		Potential Partners	
		International	
Paul/Mike/Keith/Lindsay	y	Survey of former SURF members	Initial start made; need lists of current and former members as soon as possible