

Meeting Reminder: SURF meetings are not a time for marketing and/or conducting business

**BOARD CALL**

Date:	2/4/2021
Meeting called to order:	12:05 PM
Meeting adjourned:	

**Attendees:**

- Matt Ambrusch, 2019-21 President (past President) Yes
- Betsy Collins, 2021-23 President Yes
- Kyle Waldron, 2021-23 Vice President Yes
- Cathy Rockwell, 2019-21 Secretary Yes
- Stacey Hellekson, 2021-23 Secretary Yes
- Jason McNew, 2020-22 Treasurer Yes
- Roy Thun, 2019-23 at-large Trustee Yes
- Emerald Erickson, 2020-22 at-large Trustee Yes
- Kristen Thornton, 2020-22 at-large Trustee Yes
- Gerlinde Wolf 2020-21 at-large Trustee No
- Rob Rebel, 2021-23 at-large Trustee Yes
- Chris Shultz, 2021-23 at-large Trustee yes
- Kathy Adams yes

Quorum:	Yes
Approve meeting minutes from:	1/21/2021
Motion to approve made by:	Betsy
Second made by:	Kyle
All in favor:	Yes
Opposed:	None
Approved:	Yes

**REMINDER - SURF SECRETARY TO CHECK:**

1. newsletter sign-ups via website go goes to the Mailchimp MASTER email list. Submissions from the website are also saved in this Google spreadsheet: <https://docs.google.com/spreadsheets/d/1p79BdUxaMcJs5mYWFgeBtwEsnUNSGwL9eqYqVL5WwE/edit?usp=sharing>
2. form block for Technical Initiative/Committee sign ups on the website goes to this Google spreadsheet: <https://docs.google.com/spreadsheets/d/1lW1m3JyXCVVDx1GtnKTBR1blqWl3YBQW62t1sKCGQ/edit?usp=sharing>

New Items to the Agenda:	Name	Topic	Current Status/ Update/ Notes
Board Nominations/ Elections	Cathy/ Kathy		Congrats to the new board (Stacey, Chris, Rob) !! Each new member introduced themselves. Betsy extended thanks to the outgoing board members (Matt, Cathy, Gerlinde).
New Board Transition	Betsy/Matt		Betsy to send doodle poll to new board, Jason will send out invite via Teams  Betsy plans to reach out to each of us to discuss what work are we doing now and what we want to continue doing (or not).  Roy suggesting we bring up website inquiries during each board call, identify who is following up with them. Betsy to ask Maile if she can update form to include which committee/TI they are interested in.  Cathy R remove hyperlink from names of committee member (Paul, Kyle, etc.)
New SURF TI Update	Gerlinde	SR Tools Evaluation  Sustainability tools working group	Set up number of topics - develop short how to videos for SEFA/ Sitewise, plan to show one of each during SURF meeting next month (AEHS). Betsy to send Kathy A list of TI members, Kathy A to check that TI members are SURF members and if needed, send a gently worded generic email to TI members to be sure they renew SURF membership Discussed matrix/ cheat sheet on advantages/ disadvantages. Still planning to develop with videos.  Still looking for super user for SEFA - have members that use it but don't consider expert level. Kyle to draft text for what the team is looking for - send to Kathy A for inclusion in newsletter.
AEHS and SURF Membership meeting	Matt and everyone		Session set, booth zoom room setup different from all, membership meeting agenda drafted, booth available to set up starting March 1  Monday - SURF session, Tuesday - SURF meeting and happy hour  Membership meeting open to non-members as well, and if someone wants to attend meeting but not AEHS, need to register on Clube Express so we can give contact info to AEHS to send out call in/ invite info.  Roy suggesting sending membership meeting invite email - social media - include vision/ mission - focusing just on membership meeting. Roy to develop content with Emerald (thw Feb 18) and add to social media
SRR - future visioning	Roy/ Emerald		Roy requesting that we invest in EcoSpear's proposal for monthly social media support, discussed on a monthly basis (trial for 3 months for example). Betsy requested that Roy/ Emerald draft proposal for the board to evaluate - cost, timeframe, goal, etc. Include slide deck link for new board members. Roy to ask what their price would be for a social media focused scope.
Case Study	Kyle/ Roy/ Emerald		
Webinars	Kyle/ Betsy		Joe Ricker upcoming webinar in February 2021, Roy - April
Monthly Email	Betsy/Matt		
Quarterly open board call	Matt / Kathy		Discussed hosting this after the March meeting (not before)  meet the board, introduce the new board, thank you to the outgoing board - mid-February, set Board focus/priorities for upcoming year, leave it open at the end to chat/discuss
SURF International	Roy		
<b>Recurring Updates:</b>			
Responsible Person	Update (Y/N)	Topic	Current Status
Jason		Treasurer Update	Next call - Jason to give Treasurer summary/ update
Mike Smiley/ Kathy Adams		Newsletter	
SURF Meeting Planning - Matt		Meeting Planning	
Barbara/ Tom/ Cathy		Climate Change and Resiliency (Tech Initiative)	
TBD		Case Studies (Tech Initiative)	
Gerlinde		GSR Value	
Cathy/ Jason		Membership	
Jason		Sponsorship	
Barbara/ Roy		International	
Roy		CLAIRE/ SustREM	