

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

**BOARD CALL**

Attendees:

Date:	2/18/2021
Meeting called to order:	10:04 AM
Meeting adjourned:	11:05 AM

Betsy Collins, 2021-23 President Yes  
 Kyle Waldron, 2021-23 Vice President 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 no  
 Rob Rebel, 2021-23 at-large Trustee Yes  
 Chris Shultz, 2021-23 at-large Trustee Yes  
 Kathy Adams Yes  
 Matt Ambrusch, 2019-21 President (past President) Yes

Quorum:	Yes
Approve meeting minutes from:	2/4/2021
Motion to approve made by:	Betsy
Second made by:	Emerald
All in favor:	all
Opposed:	none
Approved:	Yes

**REMINDER - SURF SECRETARY TO CHECK:**

- 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/1p79BdUxaMcJsSmVWFqgBtwEsnUNSGwL9eqYqVL5VwaE/edit?usp=sharing>
- form block for Technical Initiative/Committee sign ups on the website goes to this Google spreadsheet: <https://docs.google.com/spreadsheets/d/1IW1m3JyXCvVDxj1GtnKTBR1blqWl3YBQW62t1sKCGQ/edit?usp=sharing>

Recurring Updates: First Meeting of Month			
Responsible Person	Update (Y/N)	Topic	Current Status
Betsy		Review Website Inquiries	
Emerald		Social Media	
Betsy		Website Management	Betsy making Incremental changes.
Roy		SURF International	
Stacey		Membership	
Chris		Webinar	Ricker Plume Analytics Tool 2/24
Recurring Updates: Second Meeting of Month			
Responsible Person	Update (Y/N)	Topic	Current Status
Betsy		Review Website Inquiries	No new entries/inquiries from last meeting. Betsy contacted 2 new interests via email, no response yet. Stacey and Betsy to talk with Gerlinde about newsletter inquiries and sorting potential spam. Quarterly webinar - discuss w/ Gerlinde communications with registrants.
Matt		SURF Meeting Planning	21 registered for Member Meeting so far. AEHS virtual booth opens March 1st. New members to send headshots to Kathy.
Kathy		Newsletter	Betsy to draft "note from president", Cathy Rockwell to draft an update on Climate Change TI history
Roy		SustRem Planning	Working on 2022 flier, potential theme "Sustainable and Resilient Remedies for Degraded Environments", planning team next week for formal recommendation. Need a web page/landing spot for SustRem 2022 independent of AEHS. Need to determine how much AEHS is willing to promote SustRem in the future. Future AEHS planning will always include an element of virtual even if primary event is in person.
Kyle		Sustainable Tools Review	Kyle to draft text for what the team is looking for - send to Kathy A for inclusion in newsletter. No update since last call.
Jason		Treasurer Update	Jason to give Treasurer summary/ update, received sponsor checks from Provectus, Cascade, and Corteva.. Burns and McDonnell and BSI signing up (check pending). \$30k actualized sponsorship (usually \$50k annually). recurring spend - AEHS, accounting fees, insurance, Kathy services, website/clubexpress/MailChimp. Roy suggest modification of membership # for bronze, silver, gold levels to 2, 3, 5 (1, 2, 3 current). Additional members would cost us minimal as a Per Member fee for Club Express.
New Items to the Agenda:			
Name		Topic	Current Status/ Update/ Notes
Consider modifying membership for Gold, Silver,	Stacey		Discuss and vote during next meeting.
New Board Transition	Betsy		Doodle Poll Results Proposed Updated Org Chart
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.

account balance: \$99,981