

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

BOARD CALL

Date:	3/11/2021
Meeting called to order:	10:10
Meeting adjourned:	11:03 AM

Attendees:

- 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 Yes
- 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:	3/4/2021
Motion to approve made by:	Betsy
Second made by:	Stacey
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/1p79BdUxaMcJsSmVWFgeBtwEsnUNSGwL9eqYqVLSVwaE/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/1lW1m3JyXCvVDxj1GtnKTBR1blqWI3YBQW62t1skCGQ/edit?usp=sharing>
- New member tracking <https://docs.google.com/spreadsheets/d/1LqTFxfWPw2sg17L2UoaDRwJFLeynYdiP3LuPlpicqMU/edit?gid=0>

Recurring Updates:			
Responsible Person	Update (Y/N)	Topic	Current Status
Betsy		Review Website Inquiries	Kyle to reach to newest inquiry (Keith Thomsen) from 3/3/2021
Emerald		Social Media	Still reviewing EcoSpear-Digital Brand Growth (DBG) proposal. Potential for risk-share /performance based payment based on recruitment. SURF milestone expectations for membership growth - discuss more.
Betsy		Website Management	focus on updates weekly, reach out for changes if you see anything. Focusing on calendar to show members how active we are.
Roy		SURF International	Potential to present paper on Comparative Sustainable Remediation Efforts across Countries.
Stacey		Membership	All new member have been emailed a welcome and have been added to newsletter list.
Chris		Webinar	Burns and Mac, Kyle to reach out for a webinar.
Recurring Updates:			
Responsible Person	Update (Y/N)	Topic	Current Status
Betsy		Review Website Inquiries	- Compared member list to listserv list and added emails as needed. - No need to sort out potential spam - better to have too many people that miss a real person. To: Do - Quarterly webinar - discuss w/ Gerlinde communications with registrants.
Matt		SURF Meeting Planning	48 registered for Member Meeting so far. AEHS virtual booth opens March 1st. Access now to the booth, reach out to Kathy for ideas for site. Polls, prizes of 4 SURF memberships. SURF meeting via zoom. Calendar sign up for Member meeting is reflecting 11 for all time zones. Booth slot is 3-9 EST. Booth sign up or a queue for interaction - Kathy to talk to Brenna more about the process. SURF Happy Hour - same as last year.
Kathy		Newsletter	Action Items from 2/18 Cathy Rockwell to draft an update on Climate Change TI history March issue - plan to highlight Barbara and Cathy on next steps for climate change and resilience TI. Betsy, Cathy, Kyle, Barbara to review once complete.
Jason		Treasurer Update	Existing vs. new corporate membership allotments Currently 4, 7, 5 (gold, silver, bronze) 62 conference registrations/year. We get 20 free, current potential onus for SURF (\$16,800) if everyone wanted to go to the conference. Proposed increase in membership would be the same cost (-\$17k).
Roy		SustRem Planning	SustREM planning team reviewed and updated the Save-the-Date flyer. Gerlinde is working to add graphics. Goal is to distribute the flyer by March 19th to give us an opportunity to get interested parties input prior to the April call for abstracts. Matt Ambrusch and I also, had a call with Brenna Lockwood at AEHS to discuss coordination and AEHS's promotion of SustREM. Brenna was supportive to helping promote SustREM via AEHS marketing channels. We expressed our interest in continuing to maintain an open dialogue regarding SustREM, including the possibility of adding a panel discussion and extra sessions (TBD). A recurring SustREM planning team call has been set for every third Friday from 9:30 - 10 am Pacific / 12:30 - 1 pm Eastern starting March 19th. Note, at this time the planning team does not see a need for additional resources. Flyer for SustREM 2022. Click here link will be to Roy's SURF email for topic ideas. CL:AIRE, should they be included as part of the hosts on the flyer? Maybe add to our landing page for acknowledgement. Betsy to work with Roy on a landing site for this.
Kyle		Technical Initiatives	
New Items to the Agenda:			
Name	Topic	Current Status/ Update/ Notes	
New Board Transition	Betsy	Doodle Poll Results Schedule for bi-weekly meetings to remain on Thursdays at noon EST. Shift a week for Stacey schedule. Jason to send out new meeting invite for team. Proposed Updated Org Chart Betsy send out for comments. Will be shared during membership meeting Access to board agenda Anyone with access issues, reach out to Betsy	
Consider modifying membership for Gold, Silver, Bronze	Stacey	Discuss and vote during next meeting. Discuss again next week. Jason to look at costs of 20 membership vs. 10 membership for company sponsorship. (6,4,2 change from 3,2,1)	
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.	