

BOARD CALL

Attendees:

Betsy Collins, 2021-23 President No
 Kyle Waldron, 2021-23 Vice President Yes
 Stacey Hellekson, 2021-23 Secretary Yes
 Nikki Peck (2022-24) Treasurer Yes
 Roy Thun, 2019-23 at-large Trustee No
 Nicole Tucker, 2022-2024 at-large Trustee Yes
 Scott Anderson, 2022-2024 at-large Yes
 Rob Rebel, 2021-23 at-large Trustee Yes
 Chris Schultz, 2021-23 at-large Trustee Yes
 Kathy Adams Yes

Date:	3/10/2022
Meeting called to order:	10:00
Meeting adjourned:	11:06
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Quorum:	Yes
Approve meeting minutes	2/24
Motion to approve made by:	Stacey
Second made by:	Kyle
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/1p79BdUxaMcJs5mVWFgeBtwEsnUNSGwL9eqYqVL5VwaE/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/1lW1m3JyXCVVDxj1GtnKtBR1blqWl3YBQW62t1sKCGO/edit?usp=sharing>
- New member tracking
<https://docs.google.com/spreadsheets/d/1LqTFxWPw2sg1ZL2UoaDRwifLeynYdiP3LuPljicqMU/edit#gid=0>

Recurring Updates: First Meeting of Month

Responsible Person	Update (Y/N)	Topic	Current Status
Betsy		Review Website Inquiries	
Emerald		Social Media	<p>6-month contract with DGB is almost up!! Need to discuss renewal and terms of renewal. Talk to Gerlinde on access to Control Panel for email management of members for DGB. Received 1st invoice from DGB for November 2021 through February 2022. ?????Who on board has access to Control Panel???? Getting close with T-shirts for SustRem. Plenty of content for posts. Transition plan w/ Emerald not on board. Emerald to continue to work with DGB, new board member to become more involved to keep the board up to date. Maybe Tucker to be this person - need to discuss to see her interest.</p> <p>DBG Discussion Notes: Emerald join also. Total posts: 65 Total email campaigns: 11 include: Meet the Board, Monthly Newsletter, SustREM2022, Join SURF, voting for new Board member.</p> <p>14 new members average open rate of 30.6% of emails, newsletters, etc.</p> <p>LinkedIn is the best platform - 15% increase in this platform. Looking at curated content for Instagram for the student population and engagement</p> <p>Need to ID new liaison for this - Tucker is open to being this person.</p>
Betsy		Website Management	
Roy		SURF International	
Stacey		Membership	Scott: Haley & Aldrich potential for sponsorship.
Rob		Outreach	Working on article next. John Freeman maybe sending Rob a case study. Kathy can help format.
Kathy / Matt		AEHS West	At least 2 slots for attendees open. No significant updates. General AEHS conference, SustREM shout out. Time zone battle with international attendees.
Chris		Webinar	19th, 26, 27 28 of April tentative for the panel. Shell would like to take up the offer to present in May/June/July. Work with Roy for April webinar panel; may need support for moderation. Maybe Ramboll on SURE tool, maybe another with interest. Goal is quarterly, focus on sponsors or members first, but not a must.

Recurring Updates: Second Meeting of Month

Responsible Person	Update (Y/N)	Topic	Current Status
Betsy		Review Website Inquiries	
Matt		SustRem Planning / SURF membership meeting	Access to a SURF booth, work with Kathy to populate. Access to Pathable Host SURF membership meeting, Tuesday (5-6 EST) - Discussion on Env. Social Justice of ESG. Reach out to Matt for comp code. Need membership meeting link to register (Jason to support Kathy).
Kathy		Onboarding	new emails, Jason to transfer secretary email to Nicki, Betsy to connect one on one
Kyle		Technical Initiatives	
Roy		SustRem Planning 2023	Alga representative free advertising? Some presentation at our membership meeting. Maybe pre-record due to time difference.
Emerald			T-shirt options, need to work out drop-ship or order options, check on minimums per product.
Jason / Nikki		Treasurer Update	Sponsorship status - payments coming in. (\$20k received, expect another \$25k). Take a look at Team's site for sponsors we need to contact still. Stacey to reach out to Luke P. for bp sponsorship. \$94k in account which is typical for timing this year. Invite to Teams page and Board only channels.
Kathy		The Law	Topic 1) 2019 Amendments were approved by members but never documented. (change to the 2 year term). Completed - no action needed Topic 2) Right now the bylaws saw we have an annual meeting in January (in person). In general its not reflective of our current process.

New Items to the Agenda:	Name	Topic	Current Status/ Update/ Notes
Membership Meeting	Kathy	Notes and Action Items	
SURF Sponsorship and member cost changes	Kyle	Sponsorship costs vs revenue	
SURF Elections	Betsy	Upcoming possible elections	
Battelle Conference in March	Roy	Possible SURF Booth	

Action Items from 10/2021 AEHS

Task	Task Lead	Status	Status
FlowDesk vs Mail Chimp discussion with Gerlinde	Emerald		
SURF Elections	Betsy		
Battelle Conference in March	Roy		