

Board Call

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

Date:	10/19/18
Meeting called to order:	1:00 PM EST
Meeting adjourned:	2:06 PM EST

Attendees: Present?
 Gerlinde Wolf, 2018 President **Yes**
 Matt Ambrusch, 2018 Vice-President **Yes**
 Cathy Rockwell, 2018 Secretary **Yes**
 Jason McNew, 2018 Treasurer **Yes**
 Buddy Bealer, 2018 at-large Trustee **No**
 Paul Hadley, 2018 at-large Trustee **Yes**

Quorum:	Yes
Approve meeting minutes from:	10/5
Motion to approve made by:	Gerlinde
Second made by:	Cathy
All in favor:	All
Opposed:	none
Approved:	Yes

Erin Healey, 2018 at-large Trustee **No**
 Mike Smiley, 2018 at-large Trustee **No**
 Lynn Tucker, 2018 at-large Trustee **Yes**
 John Simon, 2017 Past President **No**
 Kathy Adams **Yes**

New Items to the Agenda:	Name	Topic	Current Status/ Update/ Notes
AEHS / SURF conference - recap	Matt/Gerlinde/Paul	Debrief from AEHS Conference/Meeting	Review attendance, interest, sessions, meeting, dinner, and takeaways - panel went well on Tuesday, very good attendance, great speakers, learned we need more time or less slides, not enough time for discussion at end, next time consider having panelists sit up front together, 3 or 4 speakers a good number of speakers. In first 5 minutes for the introduction, consider no slides. Determine subject matter first. For the membership meeting, feedback is to consider it to be less administrative, and be more old SURF meeting style - interactive/discussions Work on providing 2 to 3 outlets that people can help out on, work on coming up with these focus areas for the vision of SURF and what avenues other members can help with. New members, some walk-ins, some core members attended - good turnout, good attendance for dinner - 25 in total Names at the booth, and at the meeting - need to follow up on those for membership, etc. Technical sessions - good attendance (~50) and speakers on point with message in morning, good questions/ discussions, afternoon was a little less attended (DEAF sessions)
Membership Committee	Cathy/ Paul		Website updated to link to club express (Gerlinde completed), outreach to members/ board to be part of a committee, reaching out to new folks and expired folks to get them up to date, Paul, Matt, Lynn, and Cathy to start moving it forward, Cathy to reach out to Erin and other At Large members to see if interested to be part of committee, Kathy to send list of folks at meeting that were not currently members to reach out and send link to join, Matt/Cathy to draft email and send to Gerlinde - goal to send out next week To do: develop and send email to folks that are current members but need to develop club express login, Jason to look up if Club Express can send link to current members that do not have log in yet To do: advertise that regulatory membership rate is \$0
Board member terms	Jason	Options for board member terms moving forward	Discussion on increasing term timeframe to 2 years for President, VP, and Secretary. Secretary and treasurer to be offset a year. Board to vote first, then it goes to a vote to members, add question/proposal on the next ballot, including info on why this change is proposed. Gerlinde made a motion to change all SURF board positions to 2 years to align President and VP at same timeframe Jason seconded, all in favor, none opposed, motion approved to do: write up description on ballot and if passed, will need to update bylaws
Keeping Momentum from AEHS Meeting	Gerlinde		
Develop task list - Identify helpers	Gerlinde		Actions: - make list of needs, list of TI, info blurb, contact info - reach out to leader of TI and what they need help with to put out to membership so people can get more involved - follow-up with meeting attendees to get them on email list, send thank you email for attending (see above) - organize list of regulatory agencies that have GSR policies/guidance - find it and make more prominent as a resource - advertise that our regulatory membership rate is \$0 - define success in our AEHS partnership (more members? more sponsors?) - what metrics? (planning is in place months in place not minutes in advance!) - current board to assess Jake's strategic SURF proposal - next steps - article in newsletter - year in review (do annually already) - discuss on board call the list we want to document - case studies - Gerlinde to follow-up with current leader of TI and determine if still interested or need a new lead, re-engage this TI, good resource for members, case study is ongoing so perhaps more a committee (not a TI)? ongoing activity that a new SURF member could jump in and provide a lot of value - so may want to maintain TI status so stays promoted - organize what is the benefit to our members, how do we encourage members vs. Walkins at the member, SURF members have access to more - evaluate list of TIs and assess if still supporting SURFs goals/ vision
Next Steps with Club Express	Gerlinde		Hold till next call
Contribution to Mike Miller Fund	Paul		Just want to introduce this again for Fall 2019 - Buddy and I are only ones who worked with Mike, Paul discussed donating annually to the Mike Miller scholarship form. 1/2 scholarship is \$250, Paul to get flyer/ information on specifics and next call we vote on amount
Recurring Updates:			
Responsible Person	Update (Y/N)	Topic	Current Status
Jason	Y	Treasurer Update	25 people attended dinner (received \$1,000 - 25 people @ \$40/person). Total bill with tip was \$899. Remaining money will go towards payment of refreshments at member meeting. Will be ordering new business cards, since we are running low.
SURF Mtg Summary		Summary of recent SURF meeting - review of Kathy's notes	
John		Independent Contractor update	
Paul/Gerlinde/Matt	Y	Conference alignment	Let's discuss possible panel - hold till next call
Barbara		Climate Change and Resiliency (Tech Initiative)	
Erin Healey		Social Aspects (Tech Initiative)	
Amanda McNally		Case Studies (Tech Initiative)	
Gerlinde		GSR Value	
Gerlinde		Communications	
Cathy/ Jason		Membership	
Jason	Y	Sponsorship	Still waiting on Shell sponsorship, but have been communicating with them. Will begin to send out sponsorship requests for 2019 in the near future. Potentially have 1-2 new sponsors based on conversations at AEHS. Jason to follow-up with the potential sponsors. Discuss sponsor benefits moving forward, specifically # of complementary # of meetings (AEHS registration)
Gerlinde		SURF Website update	
Barbara		Potential Partners	
		International	