

Board Meeting

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

Date:	11/2/18
Meeting called to order:	1:04 PM
Meeting adjourned:	2:10 PM

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:	10/19
Motion to approve made by:	Cathy
Second made by:	Mike
All in favor:	All
Opposed:	none
Approved:	Yes

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

New Items to the Agenda:	Name	Topic	Current Status/ Update/ Notes
Membership Committee	Cathy/ Paul		<p>Action items from last call:</p> <p>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 (completed), Gerlinde sent email out to those members and non-members that attended the SURF meeting.</p> <p>Paul and Cathy to connect to discuss contact that reached out recently - next week</p> <p>Develop correspondence to those that stopped by the booth or meeting and are not members; review Kathy A notes from booth discussions, Matt to draft email, Gerlinde to reach out via phone</p> <p>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 - Jason checked website and didn't find the option, so reached out to support. Waiting to hear back. Should include the members that were bulk uploaded, as well as the handful that were manually added by Jason</p> <p>To do: advertise that regulations membership rate is \$0</p>
Board member terms	Jason	Options for board member terms moving forward	<p>Action item from last call: Discussion on increasing term timeframe to 2 years for President, VP, and Secretary. Secretary and treasurer to be offset a year.</p> <p>Jason: write up description on ballot (for January 2019) and if passed, will need to update bylaws</p>
Elections	Gerlinde	Updated ballot question	<p>Look into Club Express to see if there's a survey option to use for voting on the ballot</p> <p>Kathy to find schedule for election process, updating dates - send to board, Mike - suggest starting the process earlier this year</p> <p>Next board call - discuss open positions, suggestions for people to run</p>
Climate Resiliency / SURF International	Jason / Barbara	Update on these items needed	<p>Jason - Recommend having Barbara on a board call soon to discuss what's going on with climate resiliency, SURF international, etc. There are several bigger \$ items coming across for SURF to pay and would like an update on these items to clarify the various costs, especially since some of it was initiated by the previous board.</p> <p>Cathy and Gerlinde to be on call next Wed with Barbara and Tom Potter (MADEP)</p> <p>Cathy to reach out to Barbara to see if she can join us during next board call and describe status and next steps</p>
Keeping Momentum from AEHS Meeting	Gerlinde	lets pick a few of these and assign people to take on actions.	<p>Consider adding one of these to each future meeting - address routine board discussion during first half of call and tackle one of these during the second half of call. Ranking of order to address noted as 1 - immediate, 3 - later on</p> <p>Actions from last call:</p> <p>- follow-up with meeting attendees to get them on email list, send thank you email for attending (see above) - completed</p> <p>1 - define success in our AEHS partnership (more members? more sponsors?) - what metrics? (planning is in place months in place not minutes in advance!)</p> <p>1 - current board to assess Jake's strategic SURF proposal - next steps</p> <p>1 - organize what is the benefit to our members, how do we encourage members vs. walk-ins at the member, SURF members have access to more</p> <p>2 - evaluate list of TIs and assess if still supporting SURF's goals/ vision, 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</p> <p>3 - 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</p> <p>3 - organize list of regulatory agencies that have GSR policies/guidance - find it and make more prominent as a resource</p> <p>3 - article in newsletter - year in review (do annually already) - discuss on board call the list we want to document</p>
Next Steps with Club Express	Gerlinde		Email to individual members - ongoing
Waive 2019 dues for govt.	Paul	Extend the 'n dues'	Bylaws changed earlier this year to note government members are \$0; no revote needed.
respond to interest of potential member	will forward	See email I will forward from Albemarle rep	see above
Contribution to Mike Miller Fund	Paul		<p>Paul sent link to info on the Fund to board on 10/19/18, would like to do for next Fall for the AEHS conference. The amount for a full scholarship is \$500. Paul to ask Brenna (AEHS) how SURF would be advertised - photo with winner, etc.?</p> <p>To do: Vote on amount for an annual contribution next call.</p>
Recurring Updates:			
Responsible Person	Update (Y/N)	Topic	Current Status
Jason		Treasurer Update	
SURF Mtg Summary		Summary of recent SURF meeting - review of Kathy's notes	
John		Independent Contractor update	
Paul/Gerlinde/Matt	y	Conference alignment	<p>Next meeting - vote on partnership with AEHS Spring, and discuss success metrics with the partnership (financial sustainability, growth of organization)</p> <p>Q - what did previous meetings cost? Also charged folks to attend meetings. Paul - previous discussions discussed this, sometimes free facilities and sometimes not, Cathy to send link to conference alignment folder for work done in 2015-2016, Kathy to send costs for planning past meetings</p> <p>Discuss possible panel - James Henderson has ideas for hosting his own panel</p> <p>Panel on sustainability - John Simon and Matt A co-moderators for it at Battelle, submitted by SURF</p>
Barbara		Climate Change and Resiliency (Tech Initiative)	see above - Cathy to reach out to get update
Erin Healey		Social Aspects (Tech Initiative)	
Amanda McNally		Case Studies (Tech Initiative)	
Gerlinde		GSR Value	
Gerlinde		Communications	
Cathy/ Jason		Membership	
Jason	y	Sponsorship	<p>Discuss sponsor benefits moving forward, specifically # of complementary # of meetings (AEHS registration) previous sponsorship benefits were based on the old style stand alone SURF meetings. Perhaps limit to 1 for bronze, 2 for silver, and 3 for gold. Still can result in having more than 10 per conference, but likely the most fair option. The value of the free conference attendance is significantly more (i.e., 1 AEHS conference attendance = the cost of 3-4 previous meetings, right?)</p> <p>Sponsor list growing which is great, but with the shift to AEHS, costs for meetings went up, need to understand what future cost</p> <p>Articulate that 1/2 the complimentary meetings at AEHS are for spring and other 1/2 for fall, use it or loose it.</p> <p>Complimentary meeting registration must be used by SURF member, but does not have to be the same person that used the complimentary membership</p> <p>50 people if all sponsors use per complimentary conference registration, get 10 complimentary, rest at \$295 reduced rate, \$12k potential out of pocket (plus \$10k for AEHS sponsorship) - for each conf...or \$44k year, current revenue from sponsorship is greater than cost for conference</p> <p>Evaluate costs after spring conference next year - looking at past 2 years and determine if change is warranted for the following calendar year (2020)</p>
Gerlinde	y	SURF Website update	Kathy to consolidate website comments and send to Maile
Barbara		Potential Partners	
		International	