

International Erosion Control Association
Great Rivers Chapter
Board of Director's Meeting/Teleconference

Thursday, November 13, 2008

Meeting Minutes

Attendees: Brock Peters, Tom Wells, J. B. Dixon, Rebecca Kauten, Ron Poe, De De Vest, Darice Baxter, Sara Drake (9:30 arrival)

Call to order: 9:05 a.m.

Agenda Items

1. Secretary's Report
 - a. Approve meeting minutes from September 09, 2008 – Dixon moved to approve. Second by Peters. Motion carried.
2. Treasurer's Report (Sara Drake) –Bank Statement/Balance
 - a. Current balance: \$19,680.11
 - b. 1 check to be deposited for dues (\$710)
 - c. Dixon mentioned a conference call with Jo from U of Iowa Center for Conferences as a post-mortem update on the regional conference in Iowa City and review financials. Dixon, Wells, Peters, Baxter and Drake will be invited to attend this teleconference.

Online registration was discussed as a great benefit to working with U of Iowa Center for Conferences. However, there were some mis-communications related to CISEC training pre-requisites. Some who attended the conference had planned to take the exam but received information that they were unable to sit for the test. However, this was not the actual case. Problems may likely have been related with CISEC fees and management, rather than the U of Iowa Center for Conferences administration. Two people who attended the conference mentioned this concern, but no other attendees had similar experiences. Wells mentioned in spite of lower attendance than anticipated, comments from feedback forms and anecdotal comments regarding the conference was very positive, from ease of registration to content to the effort by the Chapter for making things run smoothly.

Jo sent evaluations to Baxter, but she is unable to open the files. Dixon also received the same information. He will have mined the data and have analysis for the next board meeting and as a planning tool for next year's conference. Dixon mentioned his conversation with Jo, where she mentioned nearly all conferences held this year on campus had lower attendance.

Dixon mentioned the lack of formal feedback from vendors, particularly in regards to the vendor reception and having the cash bar outside the vendor room. Room size was a concern, as well as access to vendors. Other options for placing vendors in more accessible areas were discussed, including placing vendors within the presentation space. Some evaluation forms came back from vendors, and Wells received some verbal comments. No vendors were noticeably upset, but this change could have improved the flow of people to the vendor booths. Drake discussed the idea of reducing the vendor cost. Attendance does not often include "new" potential customers, therefore vendors tend to see the booth space as a donation on their behalf to the organization and event. If there is no benefit of growing new customers, vendors may choose simply to pay for regular registration rather than the added cost of hauling in materials if there is minimal return on investment. In 2003, vendors were charged \$325. This year was the first increase in vendor cost, at \$400. A portion of the original fee was used for raffle prizes. In recent years, the raffle was an add-on. This topic will be brought up for further discussion at the next meeting to determine how best to set vendor rates for future events, once final feedback is available.

Peters mentioned Russ Adsit had very positive feedback for the conference. As the executive director, this is high praise.

Committee Reports

1. Spring Workshop 2009
 - a. Committee Progress Update – Vest sent an email to the group regarding topics. An email went out with an EPA/NCS report on urban stormwater management. The keynote is asking only for a travel stipend. Date is Thursday March 26, with location TBD. Likely the Carver Research Farm due to the reduced cost for the facility. Peters spoke well of the topic and speaker. With new effluent guidelines pending from EPA, this may be at timely discussion.

Laura Ehlers will discuss the report entitled "Urban Stormwater Management in the United States." She will discuss permitting and successful program implementation. Laura is based in Washington, D.C. and will need to be flown in and have lodging expenses covered as part of her travel stipend. The workshop will be in the Jefferson City area.

Costs would be for meals and the keynote speaker. Facility fees would be waived by using the University of Missouri facilities. Other topics would be based on the stormwater management approach, using structural and non-structural practices as the primary drivers of the speaker tracks. Dede is seeking assistance from other NRCS employees in the Jefferson City area to help with putting on the event.

Peters commented that IECA is seeking more content that relates specifically to stormwater management. On a national level, there is demand for information and training. This workshop may serve as a good “first step” in this type of offering. Rather than keeping erosion control as a separate entity, the topic of stormwater management is more of a comprehensive approach that *includes* erosion and sediment control.

The travel stipend will be covered by sending receipts to Drake, who will then reimburse the costs. If 40 people were to attend, \$1000 in travel would cost \$25 per person. Laura would expect reimbursement for her airline ticket, ground transportation and lodging. If a member were available to drive her to the workshop, she may be able to fly into Kansas City as a way to reduce costs.

Other Business

- b. Chapter Advisory Committee discussion and agenda (began at 9:37)
 - i. Don T. – Advisory committee “has a lot of energy” and is seeking ways to engage chapters. Some are having issues with credit card payment for chapter events and would like to have this resolved.

IECA “Live” is the traveling training offered by IECA with instructors that can provide localized presenters and speakers. Essentially, this program will serve as a general “speakers bureau” for chapters and the general public to access. IECA is getting more requests on the national level from MS4s for speakers, and this is how they hope to address such a need.

Peters commented that any member at any level that has a presentation topic that they are willing to present to other groups can inform IECA and request to be placed on the list. A “short list” exists, but new presentations will be reviewed by PDC to determine what new materials will be included and offered by the program. This program replaces “IECA Trained,” and will include a hierarchy for presenters and materials depending on the scale and frequency of such presentations.

The chapters were somewhat spread out at the EC trade show. Because vendor numbers are reduced somewhat, there will be an effort to organize the show floor so chapters are placed together.

Efforts to coordinate/organize all state/regional rules and regulations for stormwater management will be developed as an online resource and catalog. IECA hopes to offer this as a resource for members.

“Partners of Excellence” deadline is December 12. IECA encourages and reminds chapters to submit their information by this deadline.

2. Professional Certification (CPESC, CPSWQ, CISEC, Etc...)
 - a. No new information.
3. Governmental Affairs (Peters)
 - a. Not a lot to report at this time due to an election year. Not much activity in the federal chambers of legislation.
4. Annual Conference 2009
 - a. Committee Progress Update – Drake offered to help as a local host. Dixon mentioned Michael Thomas was willing to assist with conference planning. A meeting will be set with these individuals to begin planning for next year’s event.
5. Membership (Poe) – Ron sent minutes from the previous membership committee meeting. National membership committee is being reorganized. There will be representation from people related to education, design, etc., and also representation from chapters. Focus is on “what can we learn from various chapters” on member retention and growth based on local successes. Also, return on investment related to education and training as a benefit of membership.

An objective of the restructuring is to help strike a balance between membership and chapter advisory committees. With similar goals between the two, it will be more effective to collaborate.

Refer to meeting minutes from Poe for more information.

6. Partners for Excellence – Tom is working with Meg Tully to develop the submission. He will have more of an update on this at the next meeting.
7. Newsletter (Vest) – A proof of the latest newsletter will be available this week. Vest anticipates 11/21 as a drop date. Content was provided to Vest on time by board members and other contributors. Final production has been the obstacle. Photos and a conference wrap-up, copy should be complete. In the future, we may

need to reconsider production due to the lag in dissemination. Cost for production may be prohibitive if another vendor were chosen. However, if deadlines are not met, the cost may be worth the investment. The current vendor was back-logged with other projects, which pushed our newsletter behind schedule. This was the first incident where the newsletter was delayed in such a way. Wells suggested we move forward with the same vendor and see how things fare with the next issue.

8. Website (Wells) – Wells is working to upload information to the website with Graphix. Several conference speakers did not produce handouts for their presentations, but attendees were interested in having copies available. Non-attendees wanted to also attain copies of the presentations. Kauten mentioned the possibility of requesting contact information for non-members to download presentations as a way of growing our mailing list. Dixon mentioned having a password-protected site available to attendees as a way to grow value for attendance. Vest commented having copies of the presentations as way to generate CEUs, and could run a risk if non-attendees submit copies. If such action is taken, Drake mentioned that the liability falls with the person submitting the information for credit. The Chapter would not be held liable. Drake suggested including a disclaimer to express the use of the information may not be allowed without permission. With no one opposed to posting presentations, Wells will continue to gather slide shows to make them available for download. Photos will also continue to be uploaded. Wells asked that if any other information should be included on the website to let him know.
9. Dubuque Event – Kauten mentioned the possibility of sponsoring a break during the Low-Impact Development/ESC conference planned by the City of Dubuque. A sponsorship level of \$250 will get time to discuss the Chapter, membership, include materials in the conference packet, and sponsorship of a break. Kauten will provide a summary of the event as a follow-up to the group.

Motion: To approve a contribution of \$250 to the Dubuque LID/ESC conference in March of 2009. Moved by Wells. Seconded by Vest. Motion carried.

Next meeting schedule for Thursday, January 15 at 9:00 a.m. Agenda items to be sent to Wells in the meantime.

Baxter left meeting at 9:45.

Peters left meeting at 10:00.

Motion: to adjourn. Wells moved. Kauten seconded. Motion carried. Adjourned: 10:30 a.m.

Respectfully submitted,

Rebecca Kauten, secretary