

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

Tuesday, September 9, 2008

Meeting Minutes

Attendees: Brock Peters, Tom Wells, De De Vest, Darice Baxter, J. B. Dixon, Rebecca Kauten, Sara Drake (9:30 arrival), Brook Music (10:00 arrival)

Visiting Guests: Vince Vincent

Call to order: 9:00 a.m.

Agenda Items

1. Secretary's Report – Minutes from June 17 approved with amendment.
 - a. Brock requested an amendment to the agenda, adding the amendment to the bylaws to “new business” on today's agenda. Vest moved, Peters second.
2. Treasurer's Report – Current balance is \$20,705.41. Website charge of \$30 for updates through July.
3. Committee Reports –
 - a. Spring 2009 Workshops
 - i. Tom created a task list after the 2008 workshops to help future planning for others to use, stay on task and ensure all details are covered.
 - ii. For 2009, vendor contacts may need to be sooner. Dixon suggested having a handout at this year's workshop to promote and commit vendors for the following year's event.
 - iii. Location selection – Peters suggested location to determine committee/chair/spokesperson selection for 2009. The Springfield/Joplin area was discussed. The Jefferson City/Columbia area would need a more basic focus for education, versus more advanced LID information.
 - iv. Vest commented on possibly partnering/sponsoring workshops to promote IECA branding and recognition. The challenge would come from overlapping attendance at similar events. Peters

- recommended concentrating on a specific audience, i.e. type of contractor as a next step in the process of educating contractors.
- v. Vincent suggested offering a discounted registration for membership, tagging on the Chapter website to help with promotion, and offer a brief presentation on IECA membership to spur membership.
 - vi. Wells mentioned the need to generate more feedback from attendees. A feedback form will be part of the fall workshop.
 - vii. Peters mentioned that IECA on a national level is moving away from basic training modules. It would be beneficial for the Chapter to offer such training to fill this gap.
 - viii. Drake mentioned no more than a two-hour radius for workshop attendance as typical. Vendor overlap and competition, as well as overloaded committee members would be a greater concern than competing for attendance. Vincent suggested tagging on to other, smaller, local conferences to drive attendance to a larger Chapter event. If four vendors in four states have field days, there are potentially sixteen events that could include IECA as a way to promote the Chapter seminar. Peters cautioned that attendance is down overall, due to budget cuts, travel, etc.
 - ix. Drake suggested 1-2 hour webinars as a cost effective offering. Dixon suggested discussing this idea during the “Partners for Excellence” agenda item.
 - x. Dixon mentioned interest in co-sponsoring local events, potentially in Cedar Falls/Dubuque and other cities as a way to promote membership and Chapter events. Also, he suggested the spring workshop as a Chapter-led event in the Jefferson City/Columbia area.
 - xi. Sponsorship would be considered in-kind by co-marketing each group’s events. Large vendor business seminars and bodies of government may be considered partners for this effort. Government agencies would need to avoid showing preference for specific vendors. Drake suggested industry organizations such as ASCE, APWA, etc. as potential partners. To avoid conflict with competing vendors, the approach would need to be proactive to remain vendor neutral.
 - xii. Kauten will serve as local volunteer to assist with northeast Iowa event. Vest and Drake will serve as local volunteers with the spring workshop. Iowa would focus on Chapter membership during a 30 minute presentation. The Missouri workshop focus is tabled until a future meeting. Focus and date will be determined. Lincoln University is the preferred location.

Motion: The 2009 spring workshop will be held in Jefferson City, Mo. Wells moved. Dixon seconded. Motion carried.

Motion: The northeast Iowa conference produced by Dubuque/Cedar Falls local organizations will be a Chapter sponsored event. Wells moved. Baxter seconded. Motion carried.

b. 2008 Annual Conference.

c.

- i. Dixon discussed the flyer that has shipped by ground mail. The flyer is also available on the Chapter website and via email.
- ii. Wells mentioned the IECA website will also link to the flyer within the next week.
- iii. This is the first year for registration and payment by credit card through the University of Iowa. Vendor registration via mail and check will be routed and fulfilled by the University.
- iv. Financial estimates for the conference – the goal is to make registration flexible and affordable. CISEC and rain garden workshop registration is also kept low, which aids keeping costs low for registration.
- v. Rain garden training location is to be finalized this week. The Johnson County Fairgrounds is considered a first choice. Others are being considered if this location is not available.
- vi. Russ Adsit will be attending. This is the first time an IECA executive director has attended a Chapter event. Chad Pregracke will be wrapping up the first day as they keynote speaker.
- vii. Vendor expo will be one day, Wednesday, October 29. Setup will be the evening before or the morning of the expo.
- viii. Door prizes – a rain barrel will be offered. Wells asked if any IECA-logo items would be available. Dixon mentioned several apparel items from previous events can be used for door prizes. Dixon inquired about possibly offering paperback copies of Chad Pregracke's book to conference attendees. Wells still has EC07 bags that may be handed out at the event. Baxter is looking into reusable grocery sacks to be handed out in Iowa City. Drake suggested a Kansas City vendor that may be able to acquire bags at a lower cost. Dixon has 1,000 plastic bags available as a backup. The EC 07 attaché bags will serve as a practical alternative.
- ix. Program tracks follow various disciplines: rain gardens, city combined sewer overflow project/Post-construction, water quality monitoring, CONSESCO, residential construction, small site ESC.

d. Newsletter

- i. Wells discussed continuing the newsletter. Dixon is already working on the conference, and he is concerned with also including the newsletter in his workload. Previously the workload consisted of compiling information on a quarterly basis. The question rose that perhaps the newsletter should be a responsibility

of the Chapter president. Dixon is willing to relinquish responsibility for the newsletter if another person is willing to take on the duty. 2007 newsletters were quarterly. 2008 is still lacking a newsletter. Chapter rules require at least two per year. Wells volunteered to take on newsletter responsibilities with assistance. Vest does newsletters for three other organizations and is willing to help with layout. Graphics by Design currently handles layout. What is needed is a point person for content.

- ii. Contents for a current issue: President's Message, conference information, EPA effluent guidelines information, etc.
 - iii. Frequency for two newsletters would coincide with the month prior to spring and fall workshops. Three newsletters would allow for one to feature EC09 information. Feature articles could rotate from the four states.
 - iv. The next newsletter will be paper, with the option for subscribers to choose an online format to reduce waste. Chapter members only receive hard copies, all others have been receiving soft copy.
 - v. Advertising in previous newsletters should be continued. A sheet will be passed out to vendors during the fall workshop to solicit sponsors. Three sizes of space are available. Non-member vendors can still buy space in the newsletter. Drake will assist with generating advertisements from vendors to be included in the newsletter. Peters and Music also volunteered to assist with content.
- e. Website
- i. Conference registration information is available online.
 - ii. Meeting minutes are posted as they are updated.
 - iii. Workshops – someone should be dedicated to gathering content during the workshops to feature on the website.
 - iv. Enhancements – Wells is interested in making the website more dynamic, and used for more than just checking for registration information. There is a need to drive users to the site for useful, timely information. Graphics by Design should be able to incorporate more multi-media with the website. Wells asked the group to think of specific ideas/topics/information/photos (of impartial content) to be uploaded to the website.
- f. Membership – Poe is not present for the meeting. No new updates at this time. Wells will check with Poe to see if there are any new items to discuss.
- g. Professional Certification
- i. Peters discussed concerns IECA has with this topic. With a growing number of certifications adding to the market, the board voted in June to no longer endorse any single certification program. However, partnering with certification programs is available, based on mutual benefit for both entities. Endorsement assumes exclusive association. A partnership agreement can be

offered more openly. Like PDC material, courses are being reviewed to determine appropriate potential partnerships.

- ii. CPESC, SW, CESSWI are now combined under a single umbrella organization: EnviroCert.
 - iii. Other organizations such as Dept. of Roads could partner on mutually-beneficial courses and certification. A certain portion of the course needs to apply to erosion control, post construction ESC, etc. in order to be considered appropriate for partnership.
 - iv. CPESC is considering doing away with the "IT" category for certification. However the final decision has yet to be made.
 - v. IECA may be responsible in the future with developing a SWPPP designer course due to need and current availability. Existing successful training may serve as a regional resource. A wise move for trainers may be to specialize formats for specific state regulations.
- h. Governmental Affairs
- i. GRC for IECA is discussing EPA general construction permits for two years instead of five due to effluent limitation guidelines. An email early last week came out from EPA seeking public comment, however the time constraint of five days will limit the amount and ability to submit comments on the ruling. Lawsuits in western states have driven this federal regulation. As a result, EPA is taking action nationwide. Dixon mentioned a schedule for rolling out the ruling. Based on comments received, a committee will be formed to flesh out feedback, and a first draft will go before public review for 30 days. December 31, 2009 is the target date for promulgation. Wells suggested Peters follow up with IECA to share feedback and gather additional information as this regulation moves forward.
- i. Other Business
- i. Workshop checklist – Wells is seeking feedback from those with experience putting on previous workshops. This information can then be passed on to others as workshops travel and involve other people. The document will be sent to board members as a pdf, while a single Excel file will be maintained by Wells to ensure all feedback is included. Drake suggested a future planning document as a "back office" for all members to edit and update as a working document. Graphics by Design may already have such software, or freeware may be used to create a template. Other shared documents may also be posted for internal use, bylaws, etc.
 - ii. Board of Directors Schedule for Conference Calls 2009
 - 1. Bi-monthly calls – Wells will send out a Microsoft Outlook meeting invitation for mid-month scheduling.
 - a. November
 - b. January
 - c. March

- d. May
 - e. July
 - f. September
 - g. November
2. Bylaws require one annual board meeting to include all members attending. Drake mentioned previous meeting notices include “open to any member to attend.” Dixon recommended noting on the “meeting minutes” section of the website the dates of future meetings and an open invitation to membership. In addition, the scheduled live meeting will be considered a general membership meeting.

Motion: September “face to face” meeting is designated as a general membership meeting. Dixon moved. Wells seconded. Motion carried.

3. EC09 meeting is considered a social gathering for general membership.
- iii. Chapter Advisory Committee discussion and agenda
 1. Wells reported on attending an advisory committee meeting. The topic was how IECA can work to better serve its chapters. One outcome was to reinvigorate the advisory committee by IECA. The first kickoff meeting was set at EC08, but roles were unclear. As it turns out, any Chapter member can serve on the committee. Wells is seeking more input to share with the committee on how the Chapter can benefit more from IECA. Ideas might include having a national presence at Chapter events, more prominence of Chapters within IECA decisions, etc. Some recent challenges may be due to staffing issues, but other concerns have been over time regarding regional support from the national association. Emails regarding this topic will be passed along to the overall committee by Wells and or Don Thieman, the current liaison for the Great Rivers Chapter. Dixon requested that minutes from the previous advisory committee meeting be distributed to the board as a reference for what the advisory committee discusses.
 2. Dixon sees the role of this committee as a forum for sharing ideas among chapters, suggestions and feedback to learn from common successes and challenges. Particularly, chapters that are in flux or developing their own protocols may benefit more from this committee than those with more established systems in place. As far as the Great Rivers Chapter goes, the role may be to assist other chapters in need of more structure and organization. The

goal shouldn't be consistency across the board, but to generate support for the regional chapters.

3. Wells is interested in compiling information at the annual conference. IECA uses a feedback form for each speaker, however the goal is to generate a quick turnaround from the person being surveyed.

iv. Partners for Excellence

1. Dixon commented on additional efforts that generated a higher scoring in comparison to other Chapters. Because of the workload that often accompanies these "extra tasks," they often fall by the wayside and may need to be taken on by paid staff – which does not currently exist.

v. New Business: Bylaws amendment related to board members present for voting purposes.

1. Peters suggested reviewing the existing bylaws prior to the next board election and ensure that the language coincides with actual objectives of the board. Other issues related to term limits for president and vice president offices. The role of vice president should be to assume duties of the president one year after service as vice president. IECA may need to be contacted prior to making changes to bylaws. Peters volunteered to inquire on making bylaws changes and what protocols IECA expects when making these changes. November 21-22 is the national board meeting. Peters will be able to address this issue with IECA at this time. An update will be presented to the Chapter during the January conference call.

vi. New Business: Conference registration, speaker compensation, etc.

1. National speakers tend to charge a fee, plus travel expenses. Last year the Chapter voted to reimburse members for attending meetings. The question has surfaced regarding how best to address the role of board members and the financial obligations related to Chapter events.
2. Dixon covered historical actions taken, including reimbursement to speakers for travel and covering registration fees.
3. Vincent asked whether or not hotels are solicited for complimentary rooms for a number of rooms booked at that particular venue.
4. Wells mentioned the local host should not be considered responsible for covering registration costs for attending the event. During high-maintenance events, local hosts may not

even be able to take in the educational value of the event due to the on-site workload.

5. In regards to local conferences in the spring of 2009, Vincent expressed that chapter board members should not have to pay to attend association events. Peters agreed. If people are helping promote, volunteering their time or helping in some other capacity behind the scenes, each should be entitled to a complimentary registration for the event. The complimentary registration should serve as an incentive to help with producing the event. Wells feels the cost of travel, registration and other fees associated with an event several hours away may be difficult to justify to an employer that currently allows staff to serve as a Chapter board member.
6. Regarding vendors, Drake inquired how registration would be covered for those who also volunteer on the board. Currently booth space includes registration for two people to attend sessions during the conference. Any additional people incur a cost. Brooke suggested having vendors and agency volunteers wear IECA logos rather than their respective employers.
7. Dixon sees the booth space purchase as “real estate” within the event itself, affording a vendor the ability to promote goods and services. As a result, it tends to be the major revenue source for the event. Registration itself covers overhead costs. The issue arises when vendors who have paid the full price for space end up working elsewhere as support staff for the event.
8. Vest suggested any planning committee member, as well as the Chapter president should have registration waived for any event the Chapter sponsors or produces. Wells added that vendor booths would still be charged for board members. If a vendor were pulled away to assist with event duties, the case may be brought to the board for possible reimbursement. However, board members should also have registration waived, according to Wells.
9. Drake discussed the idea of passing on savings whenever possible through discounted registration to all attendees. University of Iowa Conference Services will be managing registration and pre-production, materials and other preparation.

Motion: For all conference activities within Great Rivers Chapter, registration fees are waived for all sitting board members. Wells moved. Dixon second. Motion carried.

Motion: Chapter conference/workshop planning committee members can approach the committee chair to consider waiving registration for non-board members volunteering time to produce the event. The decision to waive registration would be at the discretion of the board president, and presented by the committee chair on a case-by-case basis. Wells moved. Vest seconded. Motion carried.

Motion: Vendors who also serve as Chapter board members involved in event planning will pay vendor registration fees for exposition space, charged to the business occupying the space. Individuals volunteering as event support and or planning staff who are also employed by a vendor are eligible for complimentary registration. However, these individuals attend the event as IECA representatives, rather than vendor spokespeople. Booth staff will not be considered for volunteer work during exposition hours. Wells moved. Baxter seconded. Motion carried.

vii. New Business: Hotel accommodations

1. Vincent suggested contacting the Raddisson to inquire about complimentary hotel rooms for a specified number of guaranteed reservations. For example, if five rooms are booked for the event, one room may be complimentary to serve as travel accommodations for guest speakers, board members, etc. Baxter will check with U of Iowa Conference Services to see if this is an option.

viii. New Business: Scholarships & Assistance with Registration

1. Wells commented on having an award system where the Chapter can recognize an active organization, company or individual as a way to reward outstanding performance in the erosion and sediment control industry. Awards would have submission requirements in the form of self nomination or nomination by others. The board will determine which applications are most worthy of recognition.
2. The award would consist of a monetary gift that the organization could use as they see fit. Individuals, non-profit organizations, private enterprises and public agencies would all be eligible for nomination.
3. The topic will be tabled until the next teleconference.

Motion: to adjourn. Vest moved. Baxter seconded. Motion carried.

Adjourned: 3:26 p.m.

Respectfully submitted,

Rebecca Kauten, secretary