

Minutes from the Indiana Water Monitoring Council Board of Directors meeting (10/9/2013)

Next scheduled meeting: TBD (early January)

Meeting was called to order at 10:10 a.m.

Action Items (these items were not voted upon but were recommended by those in attendance):

- Forward the list of questions Randy Bayless developed to the board along with the draft agenda to the board to facilitate contacting speakers (Jody Arthur)
- Need to contact speakers ASAP to:
 - 1) Ask what their presentations are going to be about
 - 2) Get their presentation titles
 - 3) To get their bios

Once speakers have been contacted, send the information gathered to Jody Arthur to work it into the draft agenda (Board).

Speakers to contact (**by Monday, October 14**):

- Bruce Stevens, Indiana Coal Council (Jody Arthur)
- Paul Higginbotham, IDEM Office of Water Quality (Jody Arthur)
- Rick Sumner, Country Mark Petroleum (Greg Bright)
- Herschel McDivitt, IDNR Division of Oil and Gas (Bryan Wallace)
- Tim Phelps, Indiana Ethanol Producers Association (Jody Arthur)
- Mark Basch, IDNR Division of Water (Jill Hoffman)
- Jesse Kharbanda, Hoosier Environmental Council (Jill Hoffman)
- Contact Scott Morlock to find out what his presentation was going to cover. Then let Sara Peel know so she can contact Ron Turco (Jody Arthur). Contact Ron Turco as a possible stand-in presentation and/or panelist for Scott Morlock should he still be furloughed at the time of the symposium. (Sara Peel).
- Contact Tracy Branam, Indiana Geological Survey to ask him about his presentation and to also ask him to contact Mark Stacy, IDNR Division of Reclamation for the same information (Shawn Naylor).
- Find out if there are any prohibitions about providing refreshments at the symposium. If not, Jody Arthur will make a motion to the board (via email) to vote on whether or not to spend InWMC funds on refreshments (Jody Arthur). If the motion is seconded, a subsequent vote on the expenditure will be held via email (Board).

- Set up registration for the symposium on the Wild Apricot site (Bryan Wallace and Sara Peel).
- Contact Joe Schmees or Rosy Hansel to find out how to get the announcement out to the IWRA listserv in Jeff Martin's absence (Jody Arthur).
- Solicit panel discussion questions from members (Jody Arthur).
- Set up two Doodle polls, one to find a date for our next board meeting/strategic planning event (3-4 hours in early January) and another to determine best day and time in 2014 for standing board meetings (Shawn Naylor).
- Develop ideas for showcasing the InWMC in the Clean Lakes Program newsletter (Melissa Clark).
- Contact Lisa Biel at Empower Results to discuss how we might set up Wild Apricot for more targeted mailings (Bryan Wallace).
- Give Sara Peel admin rights to the Wild Apricot system to assist with addressing questions regarding membership, email reminders, etc. (Jody Arthur, Sara Peel).
- Gather all notes pertaining to member needs and suggestions and send them to Jill Hoffman to prepare for strategic planning (Jody Arthur, Jill Hoffman).
- Contact Jeff Frey to find out what he has in mind for the InWMC's participation in the National Water Quality Monitoring Council's 2014 conference (Shawn Naylor, Jeff Frey).
- Flesh out ideas for a float trip for the InWMC's next field day (Melody Bernot).
- Contact Sara Peel and Bryan Wallace to get more information about data swaps (Melissa Clark, Sara Peel, Bryan Wallace).
- Contact Shawn Naylor to get the white paper template and to discuss the development of a white paper for the Clean Lakes Program (Melissa Clark, Shawn Naylor).
- Put together a list of all board members that have not yet paid their dues and send it to Shawn Naylor so that he can send out a reminder (Jody Arthur, Shawn Naylor).
- Send an email reminder to general members who have not paid their dues to give them an extra couple of weeks to pay. After deadline, change all non-paying members to affiliate status (Jody Arthur).

Projects in Committee

Water Quality Network Optimization Taskforce

No update.

Groundwater Focus Committee

No update.

Symposium Planning

Jill Hoffman asked when a finalized agenda would be available so that we can send it out to attendees.

Shawn Naylor provided the board with a draft agenda that Randy Bayless (USGS) had been working on. Most of the discussion that followed focused on how to proceed with planning in the Randy's absence. He has been the primary organizer of this event and now, with the government shutdown is not available to work on it. The board decided to continue working on the agenda in the meantime between now and when Randy can step back into the planning.

The draft agenda does not have presentation titles, just speakers. And, it is unclear what the intent was behind setting up the panel discussions as presently shown on the agenda.

The board agreed to divide up the speakers identified on the agenda and contact them to find out what their presentations are going to cover. They will then send the information they gather to Jody Arthur for incorporation into the agenda.

**Target date to get these calls made and the information to Jody is Monday, October 14.
Target date for a final agenda is Friday, October 18.**

It was also suggested that we might need a contingency presentation in case Scott Morlock is still furloughed at the time of the symposium (Scott is the only federal agency speaker on the agenda.) Sara Peel suggested that Ron Turco might be able to stand in. Jill added that if it turns out that Scott can present, then Ron could be added to the panel discussion. Sara agreed to contact Ron once she knows what Scott's presentation is going to cover. Jody will contact Scott to find out and will let Sara know.

It was generally agreed that it would be nice to provide light refreshments if we can. However, we don't know what the Indiana Department of Administration's (IDOA) rules are regarding refreshments at the Indiana Government Center. Jody will find out if there are any prohibitions. If not, she will make a motion to the board (via email) to vote on whether or not to spend InWMC funds on refreshments. If the motion is seconded, a subsequent vote on the expenditure will be held via email.

Bryan Wallace and Sara agreed to set up registration on the Wild Apricot site ASAP.

The board discussed how to set up the panel discussion (Q&A, focused questions, or a mix of both). We have a list of questions that Randy developed for presenters to think about. However, it is unclear whether this is a list of questions to help them focus their presentations or if the list was intended to provide panelist questions. It is also unclear from the lists of panelists what the intended focus might be for each discussion.

The board anticipates that once we get the presentation titles from all our speakers, we will have a better understanding of what Randy was envisioning. It was decided that in the meantime, we will solicit input from the members to get their questions and will choose some that are most closely related to the presentations once we get more information on their intended focus. Jody will forward the list of questions Randy developed along with the draft agenda to the board to facilitate contacting the speakers. Jody will also send the solicitation to members.

Shawn asked who will MC the event. Sara suggested that Ron might be able to lead the panel discussions if Randy is not available.

Research Education Outreach Compilation Committee

Shawn Naylor provided an update to the board with information provided by Daragh Deegan (committee chair).

The committee has been working with Bryan Wallace and Shawn on the organization of the materials currently on the web site and is working to update some of the information and fixing broken links.

Melody Bernot said the primary issue for this committee is that they don't think the members are using the resources and that they are exploring ways to increase awareness and use of the resources. They want to first find out who is using these resources and then find a way to better way to publicize them. She added that it's a lot of work to maintain the resources if they aren't being used and suggested that we might be able to use a ticker on the site to determine how much they are being accessed. Jody Arthur asked if we might be able to use Google Analytics with Wild Apricot. Bryan said he has this set up for the site but has not explored it.

Shawn said that this committee has expressed an interest in having a joint meeting with the Communications Committee. He added that we could publicize the fact that we have a resources page to help with the relevancy issue.

Melissa Clark said (in a follow-up email) that another possible avenue for showcasing the InWMC could be via monthly/quarterly newsletter. For example, she often posts "announcements" in the Clean Lakes Program newsletter and could work on developing some ideas for the next meeting. She added that this might be a good option for the Indiana lakes Management Society as well.

Daragh would like to highlight job opportunities, not necessarily maintaining a jobs page but just instead forwarding them as emails. Melody said it would be near impossible to maintain a jobs page. Shawn said that the Communications Committee has determined that it's too much work to keep that current. So, we keep coming back to emails. Melody added that we haven't come to a

good consensus yet on how to send out notices of job opportunities and how to engage students in the InWMC.

There was discussion about using various listservs to send out job opportunities. Bryan pointed out that not everyone is on the same listserv. We need to set up a process for notification.

It was suggested that maybe Wild Apricot could be used to partition the membership by where they are at in their careers (e.g. students versus working professionals), which would allow us to target our mailings better. Someone added though that this might miss working professionals who might be interested in changing jobs.

Jill Hoffman asked what kind of email software the InWMC uses and wondered if we could we have members set up their email preferences. Jill said she has a staff member (Lisa Biel) who can help us with Wild Apricot. Bryan said he will contact Lisa to discuss ideas on how to use our system for this. In the meantime, he will continue to send emails regarding job opportunities out to the entire membership.

Organizational Structure Committee

Jody Arthur reported that she has been told by the IRS that we do not have to file a 501(c)(3) application in order to be considered a tax exempt organization on the federal level as long as our annual income is less than \$5,000 and we operate for tax exempt purposes. We would, however, have to complete our Articles of Association (currently in draft) in order to get tax exempt status from the Indiana Department of Revenue (IDOR). She added that she hasn't done that yet and is not convinced that the IDOR will grant tax exempt status without a formal letter from the IRS granting status on the federal level, and we can't get that without filling out the application.

Sara Peel asked if we are content to operate with less than \$5,000 in income in any given year. She said that if we don't incorporate, we are resigning ourselves to remain a small organization. Jill Hoffman added that if we were to seek corporate sponsorship for anything, we could exceed \$5,000 pretty quickly.

Jody explained that we have run into considerable resistance to incorporation from our appointing agencies and that as a result, we had decided not to incorporate. The issue seemed to stem from our signing legal documents on behalf of our agencies and possibly opening them up to liabilities.

Jill said that maybe we (those of us working for agencies) shouldn't be the ones to sign the incorporation papers. She added that the InWMC could buy Director and Officer Insurance to address liability concerns associated with incorporation. She said that this type of insurance isn't

very expensive but that we need to recognize the legal responsibilities (tax filing, etc.) that go with incorporation.

Shawn said that we need to decide where we want to go with the Council. He is content with what we do now and where we are at now and believes that we are serving our mission and doing what the members want us to do. He doesn't think the InWMC needs to become a large grant funded organization.

Jill proposed that we do some strategic planning, that decisions such as these require some thoughtfulness. She estimates that it would require about half a day if we were to involve the membership.

Jody mentioned that the board had discussed strategic planning and had started that effort a couple of years ago but it didn't go anywhere. She asked whether we should involve the entire membership in a strategic planning effort or just the board.

Shawn mentioned that we have a general membership meeting coming up in 2014 and suggested that we might use that opportunity to do our strategic planning.

Bryan Wallace said that involving a lot of people makes it hard to get anything done and suggested that the planning effort be conducted by the board. He suggested that we look back at our original goals.

Sara noted that board meetings are open meetings. So, anyone with an interest can attend and provide input. She thinks it is okay for the board to do the planning as long as we let members know they can attend and that their input into the plan is welcome.

Jody said that we do have a lot of information that we solicited from our members in previous annual meetings about what they need and want from the Council. Shawn added that we probably also have notes from the retreat at Turkey Run in which the formation of the InWMC was first proposed and discussed.

Jill offered to review these materials and pull out the goals that they contain. Jody said she will get all of her early notes together and send them to Jill.

Jill suggested that we make strategic planning the focus of our next board meeting and that we should allow extra time for this effort. Two hours is not enough.

It was agreed that we would schedule additional time for the next meeting, at least three hours.

Jody said it makes sense now to wait to do any additional work on completing our Articles of Association and applying to IDOR for tax exempt status at the state level until we have completed the strategic planning needed to determine if we do indeed need to file a formal 501(c)(3) application.

Communications Committee

Shawn Naylor told the board that he has passed the chairmanship of this committee to Bryan Wallace who has taken over most of the work on the web site now. Bryan said that he is continually working on the web site and asked the board to let him know if there are problems or if there is something anyone needs to have posted.

Shawn updated the board on the progress made with the white papers that the council is developing, which are intended to highlight a number of important water quality issues and explain why water monitoring is needed to understand and address them. The primary audience for these papers is the general public. White papers currently in progress include:

- Groundwater resources (Jerry Unterreiner)
- Flooding (Bryan Wallace)
- Tile drains (Jane Frankenberger)
- Animal impacts on water quality (Ashlee Haviland?)
- Blue-green algae (Cyndi Wagner)
- Nutrients in Indiana waters (Logan Garner and Jeff Frey)

Shawn said that they are all working with a template to ensure consistency in these documents.

Melissa Clark (in her follow-up email) offered to develop a white paper for the Clean Lakes Program.

New Business

2014 National Water Quality Monitoring Council

Jeff Frey was not able to attend this meeting (furloughed) to provide an update on InWMC's participation in the upcoming National Water Monitoring Council (NWQMC) conference to be held in Cincinnati, April 28 – May 2, 2014. Shawn Naylor said he will contact Jeff to find out more specifically what he has in mind with regard to the InWMC's participation in this event.

Jody Arthur said that assisting state water monitoring councils is part of the mission of the NWQMC and that they always includes a session for state councils to present, discuss issues, etc. She suggested that this is probably what Jeff is working on.

Sara Peel said that the NWQMC currently have only about 70% of the presentations that they had at the last conference. So, this one will be much smaller.

InWMC Field Day Planning

Melody Bernot said she doesn't know what is involved in an InWMC field day but would be happy to plan a float trip. She asked the board if we still want to do that.

Jody Arthur described previous field days and said they originally grew out of a project idea from a member who had attended the Watershed Leadership Academy. She added that we are not bound to that format and can really define a field day any way we want.

Jill Hoffman said she and Lenore Tedesco did an educational float trip where they had stops planned where experts would speak. She said it was very popular.

Melody said she will think about this, then, and come back to the next meeting with more definitive ideas.

Southern Indiana Data Swap

Bryan Wallace said that they have done some planning for this event but the reason they haven't pulled the trigger on it is that they want to leave participants with something to do afterward. Informational presentations aren't enough. They need a call to action – but what might that action be? He said that people don't have a lot of time for strictly educational events but added that this could be a good opportunity for student involvement.

Bryan says he's also run into resistance from potential participants with the idea of data swapping. He said the problem is that although some are conducting monitoring, they are reluctant to share their data for fear that IDEM will show up and say that there's a problem. He said that the only interaction with IDEM that most of these organizations (e.g. wastewater treatment plants) have is when IDEM conducts an inspection (compliance audits).

The committee has discussed having Kathleen Hagan (IDEM's watershed specialist for part of Southern Indiana) to come in and talk to them because she is not associated with permitting. They've also discussed possibly focusing on using the monitoring inventory as a way to share what they are doing instead of sharing their data.

Jill Hoffman asked if they want this to be a one-way education or something where the participants get involved. She said it's important to know what we want this to be and noted that this, too, would be something that would be good to discuss within the context of strategic planning.

Jody Arthur said that the idea originally grew from data swap events that the Colorado Monitoring Council was conducting and that the original concept was very much in line with our mission. She added that since the original idea has morphed somewhat and given the barriers that

exist to people sharing their data, that the term “data Swap” may be something of a misnomer now. She suggested changing the name of the event.

Melissa Clark (in her follow-up email) expressed an interest in knowing more about the data swap idea and will contact Sara Peel and Bryan Wallace to get more information.

Treasurer’s Report

Jody Arthur provided the treasurer’s report:

Beginning Balance: \$440

Income: \$130

Expenses: \$5.31 (PayPal fees)

Current Balance (Checking): \$564.69

Note that the InWMC is required to maintain a minimum balance of \$50 in its savings account per credit union rules. The total balances reported include both checking and savings.

Jody requested guidance from the board regarding how to proceed with dues collection. She said that Wild Apricot gives us the choice to change membership status for those who haven’t paid their due to either “lapsed” or “affiliate”. She recommended that we email those general members who have not paid to give them an extra couple of weeks to pay. Then, if payment is not received, we change their membership status to affiliate. This would provide us with a more accurate membership list and would not disenfranchise those who may choose to change their membership level back at some point down the road. The board agreed with this recommendation.

Shawn Naylor asked if we needed to vote on this decision. Jody and Sara Peel said that we don’t because our bylaws define a general member as a dues-paying member and therefore anyone who has not paid their dues is by definition an affiliate member.

Jill Hoffman expressed concern that if there are board members that haven’t paid their dues, we essentially have an authority that has no authority. Jody said that she will get an inventory of which board members have not yet paid their dues and send it to Shawn Naylor so that he can send out a reminder to them.

Jody said she suspects that part of the problem with dues collection lays in the way the Wild Apricot system works. In an attempt to figure out to whom she should send reminders, she printed off membership lists with a report of the emails they each would have received regarding dues. Upon cursory review, she found that the system may be hampering dues collection because invoices are tied to renewal dates and those seem to be pretty mixed up in Wild Apricot:

- Membership renewal dates differ despite her attempt to set the same renewal date for all members to correspond with our 2013 dues collection;

- All general members appear as “active” despite many not having paid their dues;
- Payment records appear to be inconsistent with renewal records for some members.

She has also noticed that some members have their preferences set to not receive any InWMC emails, which likely means that they aren't getting their invoices and reminders.

Sara said that she has experience with Wild Apricot and can help us with that if we make her a system administrator. It was decided to give Sara admin rights to the Wild Apricot system to get this figured out. Jody will work with Sara to get a better understanding of the Wild Apricot system so that she can proceed with sending out dues reminders.

Wrap-up/Next Steps

Sara Peel recommended standing board meetings going forward. Several agreed.

Shawn Naylor will set up two Doodle polls, one to find a time for the next meeting in early January and another to identify the best day and time for standing meetings.

Meeting adjourned at 11:56 a.m.