

Minutes from the Indiana Water Monitoring Council Board of Directors Meeting (May 27, 2014)

Action Items

- Contact Tracy Jones at Indiana Department of Administration to inquire about availability of Indiana Government Center conference rooms in early December with priority on Tuesday, Wednesday or Thursday. (Jody Arthur)
- Committee chairs to put together a project wish list indicating and identifying which projects on their list would require funding and if so, how much. (All committee chairs)
- Distribute National Water Quality Monitoring Council's synopsis of state and tribal councils to the board. (Jody Arthur)
- Draft a list of questions regarding any limits and/or prohibitions regarding service on the InWMC for board members to ask management in their organizations (if necessary). (Jody Arthur) All board members to review when received and to send back to Jody for edits prior to sending the list up through the management chain in their organization. (All board members)
- Contact Jill Frankenberger for input on white paper addressing tile drainage. (Shawn Naylor)
- Verify that white papers are being vetted through the individuals identified as the contacts for each issue. (Shawn Naylor)
- Develop marketing piece about member benefits for each board member to use in his/her recruitment efforts. (Jill Hoffman)
- Develop a clean current member list, clean it up (if needed) and send it out to the board to help avoid soliciting current members by mistake. (Sara Peel to develop the list; Jill Hoffman to distribute it)
- Develop a list of people who have registered for different InWMC events but who are not currently members Extract all current members from this extended list and send it around to the board. (Sara Peel)
- Each Board member should use the list provided by Sara to those people that they would be willing to contact personally about joining the council and to also add ten new names to the list.
- Sara to distribute her list of "National" water-related days to the Communications Committee to use in newsletter and social media postings. (Sara Peel to Ashlee Haviland, Greg Bright, and Logan Garner)
- Provide examples of content calendars to Ashlee Haviland and Logan Garner to help them in their planning for the newsletter. (Jody Arthur and Jill Hoffman).
- Jody to meet with Logan and Ashley to explore the newsletter templates in the Wild Apricot system. (Jody Arthur, Ashlee Haviland, Logan Garner)
- Compile all strategic planning information together in one place that the board can access. (Jill Hoffman)

Attendees (12 total)

Jill Hoffman, Upper White River Watershed Initiative
Jody Arthur, Indiana Department of Environmental Management
Jeff Frey, U.S. Geological Survey
Scott Morlock, U.S. Geological Survey
Shawn Naylor, Indiana Geological Survey
Ashlee Haviland, Indiana Department of Natural Resources
Sara Peel, Indiana Lakes Management Society
Logan Garner, Indiana State Dept. of Agriculture
Greg Bright, Commonwealth Biomonitoring
Allan Henderson, Madison County Council of Governments
Tony Bailey, National Resources Conservation Service
Bob Gillespie, St. Joseph River Watershed Initiative

Shawn Naylor called the meeting to order at 10:07 a.m.

Shawn introduced our newest board member, Gretchen Quirk from the Marion County Health Department who will replace Bryan Wallace on the board.

Old Business

Shawn approved the meeting minutes from April 22, 2014 meeting by executive order.

Update on Water Resource Issues Papers

Shawn provided an update on the progress in drafting the water resources issues papers:

- Greg Bright has drafted a white paper for both pathogens and fish consumption advisories.
- Not much traction on tile drainage - Shawn will ask Jill Frankenberger for input.
- Jill asked if there was a paper planned for harmful algal blooms (HABs)

Shawn said the question now is how we want to roll these out. He would like to start distributing these now. Jill suggested that we might want to wait until we begin to build our membership, noting that this will provide good content for Logan and Ashley. She said it would be more strategic to drip the content to members as opposed to dumping it all on them at one time. She said that putting them on the website is no problem but that we should just be strategic about how we point to them – we want to show sustained efforts and growth.

The issues papers can provide a lot of different ways to engage members. For example, we can put them out one at a time in the newsletters followed by a tweet or post to ask member to identify other white papers they might wish to see developed.

Tony Bailey asked what the benefits are in asking members to suggesting topics for the Council when it might make more sense for them to express those needs within their own organizations.

Shawn said the goal of these papers is to highlight the importance of water monitoring, to inform the public as to why this is an issue, and to direct readers to existing resources.

Jeff asked if they need to be solely focused on monitoring or if they could also address other topics such as best management practices. Shawn said that papers on other topics might be better suited to go under the issues page as opposed to giving them a page of their own.

Scott says these are a tremendous resource and could even be used to inform legislators (e.g. Congressional briefings).

Jill has asked if the white papers are currently being vetted through the individuals identified as the contacts. Shawn said he thinks that they are but will verify that.

Strategic Planning Session

Now that the InWMC has a plan with a list of steps to take toward its goals, the plan now is to start working through the list.

1. Building our Membership

During our strategic planning, the board came up with a list of member benefits that we can now use to solicit new members. These benefits include:

- Opportunities for networking and being in contact with other people who are working with other organizations.
- Keeping on top of current research and water-related news
- Technical resources will help bring in new partners
- Leveraging resources and expertise for collaborative monitoring
- Learning opportunities (free symposia, field days)
- A venue for organizations to highlight projects on InWMC website - provides an external outreach component to other organizations (submit your own stories feature).
- Calendar of events
- Rolodex
- External Outreach/Education effort

Jill will put together a marketing piece with this information that we can use in our recruitment efforts.

Jill said that while we should be directly soliciting new members, we need to use a permission-based model for recruitment. Shawn said we should use this list as a target list for recruiting. Jill said we need a clean, current member list so that we don't offend already current members by trying to recruit them again. Sara said that she can develop this for Jill to clean up and send out to the board.

Sara added that Wild Apricot also contains the names and contact information for people who have registered for an InWMC symposium but who may not necessarily be InWMC members. As a starting point for recruitment, Sara said she will extract all current members from this

extended list and send it around to the board. Jill said that in order to build membership quickly, the board should, in turn, identify those people on the list that they would be willing to contact personally about joining the council and to also add ten new names to the list.

2. InWMC Newsletter (eNews)

Ashley Haviland, Greg Bright, and Logan will work on the newsletter.

Ashley thinks we need to plan out a year's worth of topics in order to get enough content for a monthly newsletter. Jill said a bimonthly publication is also good and might be more doable right now. Shawn and Logan agreed.

Allan Henderson asked if there are any "National" water-related days to plug in. Sara said she has a list of these.

It was agreed that a content calendar would be useful to help ensure sufficient content for the newsletter and to better plan what to publish and when. Jody and Jill have examples and will send them to Ashlee and Logan.

Jody will also meet with Logan and Ashley to explore whether the newsletter templates within the Wild Apricot system will be useful for us.

Jill suggested that we might discuss our social media strategy at the annual meeting and ask members for topics they would like to see.

3. Next Steps on Strategic Plan

Shawn asked what we should do to package up the plan and what the timeline should be. He suggested we develop a brief document with a list of appendices, which would include the member benefit list and the work plans.

Jill said she can put all the planning information together in one place. She will give the board the compiled bones of the plan, and the board can decide how to package it. Jill will pass around the bubble diagram we developed as a sort of outline to help us decide if that's how the final strategy might look.

New Business

Ground Water Focus Committee Project Proposal

The Ground Water Focus Committee recently drafted a proposal for possible submission to Indiana Department of Environmental Management's (IDEM's) Nonpoint Source (NPS) Program. The project would focus on the arsenic in ground water issue and has a proposed budget of \$120,000. The draft proposal currently has the InWMC listed as the project sponsor, which would require approval from the board in order to proceed.

Shawn brought up concerns regarding the ability of the InWMC to manage the project with its current infrastructure. Jill Hoffman asked if the proposal includes funds to manage the grant and/or to build the capacity of the InWMC to do so.

Logan Garner was able to provide some background information on the project and confirmed that it did not include a staffing option or any funds to build InWMC's capacity. Jody Arthur mentioned that Randy Bayless was listed as one of the principals on the draft proposal. Logan said that may be because Randy Bayless and Dave Lampe of the U.S. Geological Survey (USGS) are taking turns at facilitating committee meetings. He added that this committee does not have a chair. Instead, Randy and Dave act as rotating facilitators, switching out every three months. Logan said the draft proposal grew out of discussions regarding the amount of data available for arsenic in ground water and ideas about how the data might be used to better address the issue. He said the committee drafted the proposal and floated it to the IDEM's NPS program as an exploratory effort because no one really knew if it was possible to get external funding.

Shawn said he spoke with Tracy Branam (Indiana Geological Survey) a bit about the project. Tracy said that there were some data collected but no analysis done. Carol Dowling (Ball State University) who serves on the Ground Water Focus Committee had indicated that with some funding, she might be able to find a graduate student to do some analysis.

Although the grant solicitation requested that potential applicants notify IDEM of their intention to apply by June 1, 2014, the grant proposal would not be due until around September.

Jody said that it probably would not be possible for the InWMC to sponsor this project because we do not yet have 501(c)(3) status, which is required by the grant program Sara Peel confirmed this saying that getting 501(c)(3) status takes about one year from the time the application is submitted.

Jody mentioned that the question of whether the InWMC would eventually become a grant-sponsoring organization has not been decided. Jill said that during its strategic planning, the board had originally intended to deal with the question of whether or not to apply for 501(c)(3) status later but suggested that we should still work toward identifying the types of projects we might be interested in undertaking in the future to help inform the decision.

Jill suggested that we ask all committee chairs to compile a project wish list, indicating which of the items on the list would need funding and if so how much. She said that this will help the board decide whether it makes sense to go the extra step to apply for recognition as a 501(c)(3) organization.

Although it was determined that the InWMC would be unable to sponsor the project, Shawn suggested that the InWMC could write a letter of support for the project if another organization represented on the committee decides to apply to IDEM for funding.

Scott Morlock suggested that that if a university applies, the USGS could throw match into it. Logan said he would discuss this with his fellow committee members at their next meeting.

Jill suggested that we might want to hold onto this idea for a year or so until such time as they can build capacity into it. This idea does present an opportunity for potential growth. She pointed out that in our new strategic plan, the InWMC was going to spend at least the next year to build membership before jumping into more in-depth projects. So, if there's no urgency here, it might make sense to wait to apply for funding.

Logan said he didn't sense that the committee was in too much of a rush. He said that the Ground Water Focus Committee will meet next on June 4 and will discuss options regarding how to proceed with the proposal. He will keep Ginger Korinek (Indiana Department of Natural Resources) who serves on the committee and was involved in discussions with IDEM NPS staff regarding potential funding in the loop as well.

Jeff Frey brought up the issue of legality and said that some of our member organizations may have prohibitions on staff participating on the board of a 501(c)(3) in general.

Jill said that many agencies have staff members who participate in various capacities on different boards. She said that she would expect that most organizations would have procedures in place to allow staff to serve on boards.

Scott said we might be able to make a distinction between operational and coordination grants versus project-related grants, though we may not want to limit our options in that way.

Sara asked how other monitoring councils have gotten around these issues. Jody said that in her notes from the National Water Monitoring Council conference a few years back, she has a matrix that describes the different organizational structures that existing monitoring councils have adopted along with the associated benefits and drawbacks. She said that we might be able to get some ideas from that and so will send that document to the board.

It was determined that in order to help answer the legal concerns associated with becoming a grant-getting organization, we would need to know where each InWMC member organization stands on this issue. Jody will draft a list of questions for the board to review and then once edited per board comment, will re-send to the board for each member to float up the management chain in their organizations.

General Membership Meeting

It was decided that the board would roll out the strategic plan to the members at the annual meeting.

Jody said that we may need to make some changes to the web site based on the strategic plan and that the bylaws, which would have to be voted upon by the members, would also need to be changed. Sara mentioned that there may be a 30-day notification requirement for bylaws changes. Given this, the board tabled making any changes to the bylaws for now.

It was also noted that the Board of Directors page on the web site needs to be updated.

Sara suggested that the active committees could provide an update at the annual meeting.

Logan said he can give an update on the Ground Water Focus Committee but he added that Dave or Randy might be better suited to provide an update since they are the rotating chairs. Logan will find out if Dave and/or Randy are available.

Jeff can't attend the annual meeting. He will talk to Marylou Renshaw about possibly providing an update on the Network Optimization Committee in his absence. Jeff said that Marty Risch might be able to provide an update on the School Branch Project (a collaboration between different groups).

Discussion of Topics for the Fall Symposium

The board discussed a number of possible topics for the fall symposium, including HABs, bioaccumulation contaminants, endocrine disruptors, and point source versus nonpoint sources of pollution.

With regard to HABs, the following people/organizations were identified as possible speakers:

- Nathan Bosch (Grace College)
- Cyndi Wagner (Indiana Department of Environmental Management)
- Indiana State Department of Health
- A water company
- Nikko Clercin (Center for Earth and Environmental Science)
- Jennifer Graham (USGS may be able to support her travel)
- Melissa Clark (Clean Lakes Program)

With regard to endocrine disruptors, Melody Bernot (Ball State University) was identified as a possible speaker and Jeff mentioned that the USGS has been doing some of this work in its study of water quality in Midwest streams.

A focus on point source versus nonpoint sources of pollution would bring together both urban and ag groups. Suggestions included providing information of the regulatory differences between the two types of pollution and providing information and other resources for addressing them.

The board decided to ask the members at the annual meeting what topics they may want to know more about.

Daragh Deegan has resigned his position on the InWMC board and has recommended as his replacement, Joe Foy who is a stormwater manager with the City of Elkhart.

Next Meeting

It was decided that future board meetings will be held every other month on the fourth Tuesday beginning with July, 22 from 10:00 a.m. to 12:00 p.m.

Meeting adjourned at 12:02 p.m.