

Minutes from the Indiana Water Monitoring Council Board of Directors Meeting (April 22, 2014)

Action Items

- Look for and forward any information regarding water-related events, news, etc. to Shawn Naylor, Greg Bright and Ashlee Haviland for posting on the Water in the News section of the InWMC web site and the InWMC's Twitter feed and Facebook page. (Logan Garner, Ashlee Haviland, Greg Bright, Shawn Naylor + other board members)
- Ask Laura Esman (Purdue University) about the possibility of developing a notification process for any updates to the Indiana Water monitoring Inventory (new groups entering data, new sites, etc.) Also ask Laura for a list of contacts for partner organizations we might send updates to. (Jody Arthur)
- Set up a meeting of the Data Optimization Committee to review and discuss the draft white paper and begin discussing data gaps. (Jeff Frey)
- Gather information on water quantity data (who is monitoring, data gaps, etc.) during next Indiana State Climate Team meeting (Shawn Naylor)
- Discuss the need to identify groundwater data gaps with Groundwater Committee. (Logan Garner)
- Continue work needed to transition web site maintenance to Melody Bernot in the next 3-6 months (Shawn Naylor)
- Discuss with IDEM Watershed Assessment and Planning Branch management about the best way to present technical assistance material developed for IDEM's External Data Framework (on IDEM's website or the InWMC website). (Jody Arthur)
- Develop a process for keeping water resource issues pages current and fresh, to add new links, etc. (Shawn Naylor)
- Develop progress summary for water resource issues pages (Shawn Naylor)
- Check Wild Apricot system to see if it provides any kind of an editorial calendar for internal management of content and if not, look into alternatives that will allow collaborative development of a monthly content calendar (Jody Arthur)
- Explore the newsletter functions in Wild Apricot to determine if they will meet our needs. (Jody Arthur and Ashlee Haviland)
- Develop a one-page template for an InWMC newsletter that could be sent to the general membership on a monthly or bi-monthly basis. (Jill Hoffman and Ashlee Haviland)
- Send the finalized meeting minutes for March 18 board meeting to for approval via email. (Jody Arthur)
- Think about potential topics for fall symposium prior to next Board meeting (all Board members)
- Set up a Doodle poll to determine the best date and time for the next meeting sometime during the last 2 weeks of May. (Jody Arthur)

- Identify someone who can take the lead on a “hazardous algal blooms” issues page. (Jeff Frey and Jill Hoffman)
- Contact IWRA to ask about holding the InWMC General Member meeting in conjunction with its Spring Meeting in June (Jody Arthur)

Attendees (12 Board Members, 1 Guest)

Jill Hoffman, Upper White River Watershed Initiative
 Jody Arthur, Indiana Department of Environmental Management
 Jeff Frey, U.S. Geological Survey
 Shawn Naylor, Indiana Geological Survey
 Ashlee Haviland, Indiana Department of Natural Resources
 Logan Garner, Indiana State Dept. of Agriculture
 Greg Bright, Commonwealth Biomonitoring
 Dave Scott, Indiana Office of the State Chemist
 Douglas Smith, U.S. Dept. of Agriculture Agricultural Research Service
 Chris Ritz, National Resources Conservation Service
 Tony Bailey, National Resources Conservation Service (phone)
 Heather Buck, Christopher Burke Engineering (phone)
 Wendy Francesconi (Guest, National Soil Erosion Laboratory)

Shawn Naylor called the meeting to order at 1:07 p.m.

Old Business

Shawn has contacted Lyn Crighton as a potential replacement for Bryan Wallace on the board and is waiting to hear back regarding her interest in serving. Jody has some alternatives suggested by IDEM’s Watershed Specialists that we can contact if Lyn cannot serve.

Jody to send the finalized meeting minutes for this March 18 meeting to the board for approval via email.

Projects in Committee

Committee reports were not on the agenda for this meeting in order to allow more time for strategic planning.

Strategic Planning Session

Most of this meeting was spent working through draft strategic planning spreadsheets provided by Jill Hoffman. These spreadsheets provide a list of activities under each of the three primary goals of the InWMC, which were identified in the two previous strategic planning sessions of the InWMC board.

Jill Hoffman started the discussion by asking the rest of the board to help distinguish between those strategies that will require a standing committee to implement versus those that can be

more easily accomplished with a workgroup/taskforce (what the InWMC has previously described as an ad-hoc committee).

Content and strategies that overlap two of the InWMC's standing committees.

It was determined that all three of the InWMC's current standing committees still have relevance based on goals and strategies identified in previous strategic planning sessions. The committees are:

- Data Optimization Committee
- Outreach Committee
- Groundwater Focus Committee

For each goal, the board went through the draft spreadsheet to determine timelines and to tighten up the tasks, and clarifying where needed.

Strategy Discussions for Goal #1: Improve Data Sharing, Accessibility, Quality/Standards

Create a List of major Data Repositories and Provide Tutorials on How to Use them

Jody Arthur said that much of this work has already been done as part of an IDEM contract with D. J. Case to help build some technical assistance content for IDEM's External Data Framework. Jody will discuss with her management whether or not this material might be better presented through the InWMC or on the IDEM's EDF site when developed, which is currently IDEM's plan.

Use Social Media to Announce When New Data are Published and When New Groups Begin Collecting Data

The board agreed that this work would provide a good mechanism with which to build a following.

Everyone will forward this information when they get it to Greg Bright, who has volunteered to manage the InWMC's Twitter account. He will send out tweets to announce the information he receives.

Jody will talk to Laura Esman (Purdue University) about possibly developing a notification process so that we can find out whenever a new monitoring group enters their metadata into the Indiana Water Monitoring Inventory that she manages.

Identifying Where Water Quantity Data are Currently Measured and Where Data Gaps Exist

Shawn Naylor said that he will be looking at water quantity issues as part of his work on the drought web page he is developing for the InWMC. He will be working on a number of topics related to water quantity including soil moisture, evapotranspiration, and precipitation.

Identifying Groundwater Data Gaps

This work will be done through the Groundwater Committee. Logan Garner will discuss this with fellow committee members Randy Bayless (USGS) and Dave Lampe (USGS).

The first issue covered by this committee was arsenic in groundwater. The committee has finished developing content for the website and is currently in the process of developing a brochure. With this work complete, the committee will need to decide what to focus on going forward and will begin these discussions at its next meeting. The committee is operating with a rotating chair. Dave Lampe (USGS) will be the next chair and will assume these responsibilities soon.

Teach Data Documentation Sessions; White Paper(s) on Data Quality Documentation and Data Comparability

Teaching data documentation methods would be best accomplished in a workshop setting similar to a field day.

Jody said that this kind of work is something that she would like to do for the InWMC. She added that if she were the one to lead the effort, it work would have to be considered a 2-3 year goal as opposed to something to be accomplished in the shorter term.

Identify Gaps in Water Quality Data; Identify Reference Sites

This work will be best accomplished by the Data Optimization Committee.

Jeff Frey said that the data optimization is currently looking for organizations that are collecting data and which have a period of record longer than two years. Currently, the committee has identified 11 groups. The goal of this committee for now is to put together a white paper to show where the data are being collected and where data are missing. Jeff noted that this information could then be used to identify new data sets as well as where there are data gaps.

This committee needs some assistance in order to proceed. Jeff has spoken with MaryLou Renshaw (Chief, Watershed Assessment and Planning Branch, Office of Water Quality, IDEM) to set up a meeting to discuss the draft white paper. He will ask all the members of the committee to review their respective pieces and begin discussing data gaps.

Strategy Discussions for Goal #2: Foster Communication among Water Professionals

Ensure that the lists and links on the InWMC web site are functional and current

Shawn is currently working with an IGS intern right now who is working on web development. Shawn's goal is to get the mission statement and visions update and to get the issues papers squared away. Once this work is complete, he will hand the web site maintenance

work off to Melody Bernot, who has agreed to chair the Communications Committee. He estimates that this hand-off will occur in 3-6 months.

Issues Web Pages

It was agreed that these efforts do not warrant committees or task forces. Rather, they require someone to shepherd them through to get them up initially and experts to keep them updated when needed. A communication and reporting lead will be needed for each of the following issues:

- Nutrients
- Animal Waste
- Drought
- Groundwater
- Biological Monitoring
- Tile Drainage
- Acid Mine Drainage
- Pathogens
- Fish Consumption Advisory

Shawn suggested weekly updates to get the information out of each task force. Jill said the Communications Committee will need a process for keeping the topics current and fresh, to add new links, etc. Shawn volunteered to develop a process.

Communications Strategies

Several communication strategies were discussed including how to best use social media to help the InWMC meet its goals. The board identified a need for a social media coordinator. The strategies discussed included:

- Funneling any updates to the issues pages to social media
- Conducting regular (monthly) updates to member (e.g. Council “blasts” or sending out a digest of “Water in the News” content
- Posting snippets to social media along with links for more information
- Sending updates to partner organizations’ newsletters and including a link to sign up for the InWMC newsletter
- Develop a one-page template for an InWMC newsletter that could be sent to the general membership on a monthly or bi-monthly basis.

Greg pointed out that sending the same/similar information out through a variety of social media channels will likely reach different and perhaps larger audiences than our membership to the extent that we are able to build them. This is because the InWMC listserv sends information out only to registered members. Because people consume social media in different ways, we might

end up having followers on social media who are not registered members. So, if used effectively, social media presents an opportunity to build InWMC membership.

Greg has volunteered to manage the InWMC Twitter account. Ashley Haviland has volunteered to manage the InWMC Facebook Page. Logan Garner has agreed to routinely look for content and events. The content he finds will be posted on the “Water in the News” section of the InWMC web site and will be forwarded to Ashley and Greg for posting on Facebook and Twitter.

It was decided that the InWMC will send out a monthly newsletter comprised of a digest of the content that has been posted over the last month to the Water in the News section of the website. Ashley volunteered to send these out. The use of Mailchimp (a free email list management service) was discussed. Jody said that the Wild Apricot system we use for our membership has some newsletter capabilities. Jody will meet with Ashley to explore the newsletter functions in Wild Apricot to determine if they will meet our needs.

Chris Ritz suggested that the newsletter go out as a draft to the board first with a tight timeline for review prior to posting. Jill suggested that we use a content calendar for this purpose and present it to the board at each meeting for review and input. Jody will look at the Wild Apricot system to see if it provides any kind of an editorial calendar for internal management of content and if not, will look into alternatives that will allow collaborative development of a monthly content calendar. Jill will work on developing a one-page newsletter template that can be used by the communications committee to keep the general membership updated. Ashlee Haviland, Logan Garner, and Greg Bright agreed to partner with new chair, Melody Bernot, to comprise the committee, which is in need of new members.

Jill added that someone needs to round up who the partners are to whom we should be sending updates. Logan suggested that Laura Esman might have a good list from her work with the Watershed Leadership Academy. Jody said she will contact Laura to ask her for a list of good contacts.

Annual Symposium

The board discussed past symposiums and the need for more help in planning them. Questions regarding content and format, and whether or not they should be open to the public were also discussed.

There was general agreement that symposiums should be open to the public based on the interest shown at our list symposium, which drew a larger crowd and a number of people from outside the water resources profession. Given this, these events can be used to build membership within the water resources community and outside of it, with people who have an active interest in

water resource issues. Jill mentioned that if we open these events to the public, we might not want to use a workshop format that caters specifically to water resource professionals. Jody and Jeff noted that many of the topics that we might want to educate members on could be presented in workshops similar to the field days the InWMC has sponsored in the past.

Jody mentioned the fact that the annual symposium has grown organically as a response to member interest in different issues and that if we want to make a commitment to hold an annual symposium, the board would probably need to vote on creating a standing committee for that. Jill cautioned that it is best not to commit to too much in the first five years as this can set you up for failure.

It was agreed that holding a symposium if we can each year would help the InWMC achieve a number of its goals. Jill suggested that we could offer a free one-year membership with symposium registration as a way to build membership, which was well received by the rest of the board.

With regard to timelines, Jeff said that if we want to make this a selling point, we probably need to work backward from the fall symposium. It was agreed that early December is a good time to hold the meeting as this time of year is outside the typical field season and there are not a lot of conferences and other events to compete with. Jody recommended that we start planning, at least choose a topic and date, at least six months ahead of time. She committed to assisting with logistical planning since as a representative of a state agency, she can get the government center meeting space at no cost. But, others will be needed to organize the event and secure speakers.

Shawn suggested voting on a topic at the general membership in June and suggested that we should have a standing committee for symposium planning. No motion was made at this time, but it was decided that all Board members should prepare potential topics prior to the next Board meeting that can be presented at the general membership meeting in June.

Strategy Discussions for Goal #3: Be a Strong Organization that Provides Future-Focused Leadership

These discussions mainly centered on the need to increase membership because leadership requires that an audience be present. Jill Hoffman recommended that the Board develop a member benefits list that can be sent out to several different water resources list serves and increase awareness and member enrollment. She also recommended that the Board should figure out what people should be invited and what list serves are available to reach these audiences. Shawn Naylor recommended sending out the one-page student solicitation again that Melody Bernot developed and Logan Garner agreed to forward this to several university contacts that he has developed.

Jill Hoffman suggested that the water resource issues pages are a good start for establishing the InWMC as a leader in addressing and identifying current problems, but noted that there should be a way to ask groups developing the pages “what are the trends associated with the issue?” and “will it continue to be an issue into the foreseeable future”. Shawn Naylor agreed to incorporate this into a plan for keeping the pages fresh and updated with current information. Jill asked if there was a progress summary available for the water resource issues pages and Shawn agreed to develop that before the next Board meeting. It was also recommended that a “hazard algal bloom” topic be added to the list of water resource issues.

Jill suggested that committee work plans be developed so that standing committees can be distinguished from ad-hoc committees and committee/taskforce members can have more clear marching orders for making contributions. This will likely be incorporated into a strategic plan that will result from the Board’s planning sessions.

Treasurer’s Report

Finances were not discussed in detail at this meeting. The following treasurer’s report is provided for the record:

Balance as of January 31, 2014 = **\$888.67**

PayPal = \$362.64

Checking = \$476.03

Savings = \$50

Income = \$38.33

Membership Dues = \$38.33

Expenses = (\$1.18)

PayPal Fees (\$1.18)

Current Balance March 31, 2014 = **\$925.82**

PayPal = \$381.46

Checking = \$494.36

Savings = \$50

New Business

Shawn asked the board if there is interest in piggy-backing on the Indiana Water Resources Association (IWRA) spring meeting to hold the InWMC annual general membership meeting required in the bylaws. This is what the InWMC usually does each year. Jody made a motion to hold the meeting in conjunction with the IWRA Spring meeting if the IWRA will allow it. Logan seconded the motion. Motion passed.

Jody suggested that we might be able to provide some refreshments this time around, now that we have some funds but that the expenditure would have to be approved by the board first. It was

suggested that this decision should wait until we have an opportunity to discuss the matter with the IWRA.

Proposed date and time for the annual InWMC meeting: June 11, 10 AM.

Proposed Agenda:

- Update on the Strategic Plan
- School Branch work
- Water Resource Issues Papers

Next Meeting

Jody will set up a Doodle poll to determine the best date and time for the next meeting sometime during the last two weeks of May.

Meeting adjourned at 3:10 p.m.

Jeff Frey made a motion to adjourn. Logan Garner seconded the motion.