

WCIECA Board of Directors Meeting

Location: Fairfield, CA/Conference Call

Date: August 5, 2009

Time: 10:00 a.m. – 3:00 p.m.



Executive Meeting Minutes

Minutes Prepared: 8/7/09

Distributed: 8/10/09

Revised: 11/19/09

Final Issue: 11/19/09

1. Call to Order Welcome to New and Returning Board Members/Attendance

Pat Higgins, the new board member, returning board members and committee chairperson were welcomed. At 10:10 a.m., President called the meeting of the WC-IECA board to order.

Present:

Peter McRae	President & Director
Craig Benson	Administrative Vice President & Director
Dennis Ariza	Co-Technical Vice President & Director
Jane Ledford, CPSWQ	Co-Technical Vice President & Director
Chris Marr, CPESC	Secretary and Director
Patrick Higgins, RLA	Director
Kent Stevenson	IECA Government Relations Committee Chair
Mary Larsen, CPESC	Director (arrived ~11 a.m.)

Directors Not Present:

Robert Patterson, CPESC	Director
Michael Broadwater, CPESC	Treasurer & Director

2. Minutes Approval

A motion to approve the 05.12.09 executive minutes was made by Peter, seconded by Dennis. The motion was carried.

3. Board Appointments

Board responsibilities and expectations can be viewed at <http://www.wcieca.org/bylaws.htm>.

- Peter nominated Craig to be President; Chris seconded; all approved.
- Craig nominated Jane as Administrative Vice President; Peter seconded; all approved.
- Peter nominated Dennis Ariza as Technical Vice President; Craig seconded; all approved.
- Peter nominated Chris as Secretary; Jane seconded; all approved.
- Craig nominated Peter as Treasurer; Dennis seconded; all approved.

4. Committee Appointments

The Directors reviewed the committees and added a manufacturers committee liaison. Committee chairpersons are to take the lead and garner member involvement. The following chairpersons were appointed. Brackets reveal committee members.

- Chapter Communications – Peter McRae (Jane Ledford, Dennis Ariza, Robert Patterson)
- Conference Committee – Craig Benson (Pat Higgins, Dennis Ariza)
- Contractor Liaison – Mary Larson & Kent Stevenson Co-Chairs
- Education – Dennis Ariza & Robert Patterson Co-Chairs (Michael Alberson, Peter McRae, Pat Higgins)
- Inter-Organization Liaison – Jane Ledford (Craig Benson)
- Intra-Chapter Activities – Pat Higgins (Peter McRae)
- Membership – Chris Marr (ALL Board members)
- Sister Chapter Liaison – Craig Benson (Julie Etra)
- IECA HQ Liaison – Chris Marr (Craig Benson, Peter McRae)
- IECA Government Relations – Kent Stevenson
- Manufacturers Liaison – Chris Marr

Pat Higgins and Kent Stevenson received Chapter polo shirts for their commitment.

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5. Ambassador Program

The Directors discussed how to advertise and gain ambassadors to aid in grass-roots training. Potential candidates were recommended and will be approached with questions regarding what are their needs, what are the hot issues on the table for their states and how can we collaborate to support their goals and accomplishments. **Action:** Peter and Pat, to recruit in Hawaii and Arizona (respectively).

6. Budget Report

As per a report via email from Mike Broadwater, the Chapter's 2008 taxes were filed in May of 2009. The 2009 books will be updated to show all expenditures, income, budget, etc. for 2009 to date. The Chapter is in good financial shape. The President expressed concern on the cash flow and recommended the Chapter spend what we bring in per each year, so interest will cover the scholarship etc., as our current functions have been sponsored and subsidized. **Action:** Peter to look at last couple of years of cash flow. Cyndi to spend time on membership as this brings in more dues. Craig recommended two additional board members to obtain authorized signing power in addition to the President. It was agreed that Jane and Craig be added as authorized signers.

7. Scholarship

Dennis reported David Rios and Angie Quintana were chosen unanimously by the committee based on their affiliations, projects, education and interest in the industry. These awardees have focus and can be very successful in the erosion control industry. Dennis has contacted all the candidates by phone. **Action:** Peter, Dennis and Mike Broadwater will work to expedite this process and follow up with an official letter and the scholarship award. Craig recommended that a receipt from each institution or some paper trail be obtained for the Chapter's records.

The Directors discussed the additional bonus of mentorship provided to the awardees. The mentor could offer career counseling, project/career contacts and will create a responsible link for reporting on behalf of both parties. **Action:** Peter will ask Meg if the IECA can provide student memberships to the awardees. Peter recommended Julie Etra be the mentor for David Rios, Craig reported Julie is in agreement. Peter on behalf of the education committee is to be interim mentor until a well matched mentor can be found, then Peter will resume board liaison. Committee to recommend to the Board actions for next year scholarship process in consideration of the budget and management time and actions on behalf of the Chapter. It was suggested that photographs and an article on the scholarship recipients be included in the next newsletter. The Board is to bring fundraising ideas for the Scholarship fund to the next board meeting as potential annual scholarship event.

8. Chapter Communications

Peter set a goal for three newsletters per year, with interim contact on the webpage to capture the erosion control seasons, conferences etc. Ideas followed to capture the membership's attention via sending membership a bulletin to look at webpage. Mary suggested we utilize more affiliations and have links to the WCIECA webpage and make the webpage self directing and dynamic to maximize communication during these challenging times. In addition, the following topics to be considered for the webpage: hot topics, FAQ, new members and why it pays to be a member.

Action: Next newsletter deadline was reset for the first week of October with submittals by Sept 15. Contractors &/or Regulatory Corner to be resumed. Mary volunteered to write the Contractors Corner/Stimulus Money article. Craig recommended Robert Patterson to write an update for the regulatory corner. Dennis to write on article regarding Envirotech, what would have been discussed e.g. and updates on the new permit. Dennis will also submit a section regarding the scholarship. Craig will write the presidents message and include the election plus a new member profile on Pat. Cyndi will compile calendar of events with input from Pat, Sandy and Jane.

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9. Membership

Member retention and recruitment is to be a multifold process. First to retain the existing membership, Chris and Cyndi recommend a personal letter from the president welcoming new members and thanking current members for their dedication, to encourage renewing and to promote upcoming events etc.

Expired member re-recruitment & potential member recruitment of attendees of EC09 - We are taking a grassroots approach (personal and local) to maintain our member base and we need the Directors, Committee Chairs and Ambassadors to be part of the solution! As per the board meeting of 5.12.09, everyone was assigned a 'members by practice' category to call, so peer connections can be made. Pat has since been assigned to call landscapers and architect members. **Action:** Cyndi will send out a reminder to make the calls, with an updated table and instructions. Craig challenged the board members to bring on one new member before the next meeting.

10. Conferences/Workshops

Ecotech – August 4, Suisun City, Dennis reported eight attendees. Track A was cancelled due to low enrollment. Dennis will gather feedback from the attendees of the EnviroTech NPDES Certification Program. The Board will reconsider the effectiveness of this training and if it should be presented in the same manner in the future.

Post-fire Rehabilitation Response report was reviewed and discussion commenced about not reinventing the wheel, as there are home owner/firesafe councils with this mission. The Chapter might offer support regarding 'Stabilization after the Fire' and could team up with Dan Waldman and provide the erosion control methods. **Action:** Create link on the Chapter's Products & Services page that redirects the public to IECA directory to find resources.

Revegetation that Works III – October 25, 26 & 27 are more likely dates at Lake Tahoe Event Center in Kings Beach Peter connected with Caltrans and other potential participants, presenters/academics regarding interest, availability and best time so it does not overlap with Ecotech, field work or academic schedules. Peter recommends a two day workshop with the first day on re-vegetation. Day 2 may have an element on post fire. A field trip on Sunday might maximize attendance and be the most cost and time effective with the venue and presenters. Charging the price of the membership fee (and automatic enrolment) of \$170 for non-member (members \$50) could be a win-win situation. Workshop should target project engineers, designers, academics, consultants and contractors with agency crossover. **Action:** Craig made a motion for the Board to support the development of this workshop; Mary seconded; motion passed. Board agreed to implement the workshop with the condition that Caltrans & NevDOT will support it, with no guarantees on if it would make money.

Stream Restoration/Construction BMPs – November 11-13 Shasta College – Craig reviewed the 3 day workshop, instructors will be David Derick/John McCullough with informative presentations and side-by-side sites displaying active erosion control testing with different treatments. They agreed to have a half-day focus for contractors for \$25 on Friday Nov 13. WC to receive a percentage of contractor's signup fees to go to scholarship fund. **Action:** Craig volunteered to train on ABC's of Construction BMP's as cost share on behalf of the Chapter. Chapter to promote to people in the region. Local draw is focus for promotion. Craig will follow up with Robert. Dennis to consider presenting regulatory compliance with Mary, as a backup to Robert.

The board reviewed the workshops put on hold as possible future events. WC/MC Joint Navajo Nation workshop AZ, NM – Stormwater Pollution Prevention, Peter to investigate BIA interest with the Cynthia and James Redhorse. San Clemente Island - Peter reports the Navy is still interested.

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11. Committee and Liaison Status Reports

No report given unless topics were covered above or accounted as follows:

- Chapter Advisory/IECA Relations – Chris will send out concise notes to the board.
- Contractor Liaison – no report, just new direction to follow the money reinvested in this industry; Mary will create an article on this subject.
- Sister Chapter – Costa Rican conference in 2010.
- Webinars were proposed as a means to promulgate erosion control. Chris created an information packet on this topic.
- Solar collector sites – a new area to target for erosion control awareness (e.g. 146 being developed in Nevada) slated to be developed. Pat will keep us apprised as to how the Chapter can be of service in this emerging area.

12. Action Items Review

Cyndi to create action items and timeline and send to the Board as soon as possible.

13. Board Meeting Schedule

Next board meeting scheduled for Thursday November 19, 10 a.m. - 1 p.m. via conference call.

14. Adjourn

Meeting adjourned at 3:55 P.M.

Respectfully submitted,
Cyndi Brinkhurst, Administrative Assistant