What: SEEP Monthly
Where: Panhandle Area Council, 11100 Airport Drive, Hayden
Conference calling now available at PAC – (208) 772-0584 ext 3100
Date: Wednesday December 21st, 2011

Green = To Do
Red = Motions

Minutes

Attendees: Greg Limandri, Brent Leonard, Tricia Lotton, Jamie Brunner, Denna Grangaard, Terry Leigh, Laura Laumatia, Molly McCahon (via phone)

The meeting was called to order at 9:06 A.M.

Adopt minutes- Brent moved to approve the minutes from October 27, 2011 as emailed, Tricia seconded, motion passed.

Treasurer’s report- Tricia explained that at the end of the fiscal year, she closes out the books and carries the balance forward. Last year’s “carry forward” was $22,722.34. As of November 30, 2011, our expenses totaled $1,573.51, and $1,800 has been received from registration fees. The total cash balance is $22,948.83.

Old business -

- T-2 – Tricia has not yet sent out the annual invoice. She plans to do that in the next month. Bruce with T2 was not able to attend.
- Web Site updates – Tricia still needs bios from a handful of newer trainers in order to add them to the website.
- Continuing Education and Recertification – Tricia presented Melissa Cleveland’s recertification certificate for signatures. This was previously approved by the committee.
- Resource Manual – The committee discussed several components of the Resource Manual. Aside from minor edits, the following were discussed:
  Formatting – The committee discussed the layout and decided the SOP should be the primary component of the document with the form and checklists in the Appendix.

  Monthly steering committee meeting milestones – Jamie had several comments on the milestones and many suggested revisions. She will email her notes out to the committee to review and discuss in January.

  Compensation - The committee discussed the mileage reimbursement maximum for each class and noted it may need to be raised to cover travel to more distant areas of the panhandle. As it is, it may not be enough to cover mileage for all trainers and volunteers. Brent moved the maximum allowable mileage reimbursement for each class be raised from $200 to $250, Tyson seconded, motion passed.
The committee discussed volunteer mileage reimbursement. The manual currently states volunteers are eligible for mileage reimbursement one way. The committee felt volunteers should get full mileage compensation if they are truly volunteers. Terry moved to allow volunteers to claim mileage reimbursement for round trip, Greg seconded, motion passed.

The committee discussed the lead trainer fee. Molly raised concern that trainers coming from Bonner and Boundary Counties, as well as Shoshone and Benewah Counties have more expenses than those near Coeur d'Alene. In her case, she had to make more than one trip to PAC to get the Sandpoint class coordinated. After further discussion on how to coordinate logistics and getting materials transported, the committee felt it may be appropriate to lower the lead trainer base fee (which currently covers everything, including mileage) and allow mileage reimbursement. However, the committee was unsure as to what kind of limit to place on the mileage reimbursement. Tyson agreed to put together a spreadsheet with lead trainer travel scenarios in order for the committee to review. This item will be placed on the agenda for January.

Preparation of materials and manuals – Jamie questioned the availability of the Train the Trainer Packet. No one present at the meeting knew if copies of the materials from the last train the trainer session was compiled. Molly, Jamie, and Tricia will look to see what they have. Jamie will follow up with Tom, Erin and Glen for additional materials, if needed, as they organized the training.

Class Day Cadence – The manual stipulates the lead instructor needs to go over the practice exercise objectives. We need to have an outline of this for lead trainers to review before the class. This should be included in the resource manual. Jamie will check with Tom for an outline.

Field Day Cadence – An outline of the field day activities was drafted by Brandon with PAC a while ago. This needs to be reviewed and finalized by the committee and included in the resource manual. Jamie will follow up with Tom on this.

Tricia reminded the committee she has until February to compile a list of motions to incorporate into the Resource Manual. In order to do that, she needs a complete set of minutes. She distributed a list of the minutes she has and asked for everyone to send her any they have that she doesn’t. These may result in a revision to the manual. That will be something the committee will have to update every year. Terry moved to approve the manual with the edits submitted and discussed, Tricia seconded, motion passed. Denna will make the edits as discussed.

- Business Plan – Tyson reported everyone at U of I is on break. Nathan Essex with Vandal Solutions will be in contact with a business professor after the first of the year. We will keep this on the agenda until we hear back.
- Administration – Streamline class purchasing
  - Tricia reported petty cash is not an option. She did say that, whenever possible, instructors can set up lunches in advance, get the price and a purchase order to her, and she could cut a check ahead of time. Committee members pointed out this would not cover coffee, and other snacks and would not work in the event we have last-minute students enroll (which we often do). The committee discussed allowing an advance on the lead trainer fee. Tricia said she would need something in writing from the lead instructor two weeks before the class in order to provide an advance. Terry moved to allow lead instructors to request up to half of their trainer fees in advance up to 15 days prior to the
scheduled class in order to cover expenses. Molly seconded. Motion passed.

- Quantity of snacks, coffee, etc – the committee discussed developing guidelines for purchase of food to give instructors an idea of how much refreshment to purchase. The concern is perishable food rotting in the storage area at PAC. Instructors need to be reminded they need to remove perishable items in the storage area after classes unless they have made arrangements to leave it for the next instructor if the timeframe allows the food to be consumed at the next class. Jamie volunteered to develop a draft food quantity guideline to consider at the next meeting.

- Tricia reminded committee members to make sure they are using the correct forms when submitted requests for purchases and reimbursement. For example, if something is purchased and charged to SEEP, don't submit a request for reimbursement form. The reimbursement form is used when a committee member actually pays for something and needs to be repaid.

- **Inventory** – Jamie reminded the committee that this item will be added to every agenda in order to remind folks to update the inventory sign-out sheet Molly volunteered to develop. The form was not available for this meeting. Will revisit next month.

- **Certificate of Appreciation** – Jamie passed around a draft of the certificate of appreciation she put together for Vera. This had previously been emailed out for review and comment. Brent moved to approve of the final certificate format and send to Vera. Greg seconded. Motion passed. Tricia will get Vera’s current address, print the certificate on “certificate paper” and send.

10:50 - The remainder of the agenda was tabled until January in order to address elections.

**Board Elections** – Positions open are those currently held by Tom Freeman, Kenny Hicks, Greg Limandri, and Terry Leigh. Molly nominated all four for another term. Brent seconded. The committee discussed the lack of notification for the elections and agreed to table the elections until January. In the meantime, Jamie will have the request for nominations added to the website and will send out an email to let the SEEP membership know.

**Confirm next meeting date and time** – January 18, 9-11 A.M. at PAC

**Adjourn meeting** – Terry moved to adjourn at 11:11, Greg seconded, motion passed.

**Marketing Subcommittee notes from Dec. 21, 2011:**

Attendees: Brent Leonard, Greg Limandri, Tyson Clyne, Tricia Lotton, Terry Leigh, Laura Laumatia, Jamie Brunner

1) **Develop a contact list for email marketing.** Tricia emailed the general SEEP membership email list to Jamie to begin compiling a larger marketing list. The marketing committee will have this as a regular agenda item to add any new contacts committee members gather throughout the previous month. This list will be used for general marketing.

Tricia also has a database of SEEP certified individuals by year. She sends out emails reminding the appropriate group of recertification deadlines each year after the classes have been scheduled. Other ideas for the list include NIBCA, PBCA, and watershed coordinators (with IDEQ). Brent will get contact information for the NIBCA President. Jamie will track down PBCA information.
Tricia asked about a list of contractors from Panhandle Health. Terry volunteered to get any list PHD has. He also mentioned T-2’s newsletter as a potential marketing resource.

Tricia would like to break the marketing list down into subcategories in the event she needs to send something out specific to a group, such as landscapers, municipalities, etc.

2) **Develop a marketing plan for spring 2012.** Tyson suggested the development of a bi-monthly newsletter distributed to the general marketing email list discussed above. Content could include class schedules, regulatory updates, links, recent fines, and a link to the SEEP website. Tyson agreed to put together a draft email newsletter for the committee to review.

Other marketing strategies identified for 2012 classes, in addition to email notices discussed above, include:

- **Newspaper Ad** – Greg will see if his contact with Hagadone can get us another ad for the spring classes.
- **Brochures and posters** – Greg noted they need to be delivered in person. Last year somebody mailed them, and they sat in somebody’s “inbox.”
- **Presentations**