Minutes

Attendees: Kenny Hicks, Molly McCahon, and Laura Laumatia by phone; Brent Leonard, Tyson Clyne, Erin Mader, Tom Freeman, Jamie Brunner, Allen Isaacson, Denna Grangaard

The meeting was called to order at 9:10 A.M.

Minutes – Kenny moved to adopt the minutes for 12/21/2011 as presented. Brent seconded the motion. The motion passed.

Treasurer’s report – Tricia was unable to attend, but provided the balance to Jamie. The November balance is $22,947.15. This is $1.68 less than last month’s reported balance.

Old business –

• Steering Committee Elections – Nominations:
  o Brent Leonard, Kenny Hicks, Greg Limandri, Tom Freeman
  o Allen Isaacson
  o Denna Grangaard
  o Jim Desmet

  Kenny withdrew his name from the nomination list. He indicated he would still like to participate as a trainer as long as he is available. Attendees present voted for four nominees to fill the four open steering committee seats. Those elected include Brent Leonard, Greg Limandri, Allen Isaacson, and Denna Grangaard. Since Allen was the committee alternate, Tyson nominated Tom for the alternate vacancy. Kenny nominated Jim Desmet. Attendees voted, and Tom was selected as committee alternate.

• T-2 – Tricia notified the committee (via Jamie) that the invoice has been mailed out. There are no updates on trailer setup or class scheduling.

• Web Site updates – Allen mentioned that our field guide refers to the SEEP website for information on current technology and products, which we have not kept up on. Tom will check with IECA to see if we can link to their website and avoid recreating the wheel.

Bios are still needed from Allen, Tom Trulock, and Doug. Allen indicated he would get his to Tricia the following day (January 20). Kenny also indicated he needs to update his and will get that to Tricia by next Wednesday (January 25). It was determined Jim has not yet met the requirements to be an instructor. We will not need his bio until that has been accomplished.
Steering Committee members will need to be updated. Jamie will get this information to Kathy Dingman after positions have been selected.

Denna has updated the CEU form. This needs to be added to the website. Denna will get it to Jamie to pass along to Kathy.

- **Continuing Education and Recertification** – No recertification requests received.
- **Resource Manual** – Denna has had some formatting issues that she hopes to work out with an editor from IDEQ. She will complete all content changes in the meantime and deal with formatting when she can. Jamie handed out outlines for the classroom practice exercise and field day cadence that were provided by Tom. These will be included in the manual. Jamie will email copies of these to the committee.

The monthly milestones need to be reviewed. Denna will email the milestones out to the committee. The committee will need to review and get comments back to Denna within a week. There was some discussion on what to do with items that are repeated monthly at meetings. It was agreed that a “standard agenda” would be added to the Resource Manual appendix.

Jamie reported she had 4 documents from the last Train the Trainer session: *Training Made Easy* presentation from Sue Welch, *Things to Keep in Mind When Presenting to a Group* handout from Erin Mader, *SEEP 2011 T the T class outline*, and *Basics of Presenting* presentation from Erin. The only other item she is aware of is the video recording from the training. The committee decided the Train the Trainer materials should be incorporated into the Resource Manual. Jamie will get the above items to Denna.

Food purchase guidelines were discussed as part of the Resource Manual, as the group agreed it should be placed there, once it is complete. Jamie passed around a draft for the committee to review. She will also email it to the committee for feedback.

- **Business Plan** – The SEEP Committee discussed development of a business plan and recognized most business plan guidance is more extensive than we need. Tom summarized that we need an administrator, and a business plan will help us get there. It will help us focus our marketing and define our short and long-term goals.

Tyson hasn’t yet heard back from Vandal Solutions. He will try to connect with him one more time, and then pursue other schools if he doesn’t get a response. Tyson volunteered to put together an outline of what we may want to start the conversation.

- **Administration** –
  - Food purchase guidelines see discussion under Resource Manual
  - Lead trainer fee – the committee discussed the mileage scenarios Tyson put together. There was discussion regarding how much a class costs and what our minimum class size needs to be, considering increased cost of operation since the fees were first developed. Allen agreed to look at expenses and report back to the committee in February.

- **Inventory** – Molly suggested we pull up the inventory spreadsheet on the SEEP laptop at every meeting to update the inventory. The committee agreed there needs to be a “keeper” of the inventory form to keep it simple and accurate. The committee will assign one at the next meeting. Some discussion followed on the spreadsheet format. Jamie agreed to modify the spreadsheet prior to the next meeting.

Some discussion followed on the inventory itself. There are items in Stanley that don’t belong there – we need to get a filing box/cabinet for SEEP items that aren’t for the classes. We also need a separate “Stanley” for the Advanced Class.
• Certificate of Appreciation – Vera Williams – The certificate was signed at this meeting and will be mailed to Vera.

Committee reports and assignments –

• Annual Tasks/Housekeeping – See discussion above. Inventory was not completed at this meeting.
• Class update – Spring class dates were set for Basic Classes:
  Kootenai Co: March 14-15
  Benewah Co: March 28-29
  Boundary Co: April 11-12
  Bonner Co: April 25-26
  Shoshone Co: May 9-10
  Kootenai Co: May 23-24

  Tyson volunteered to secure class locations for Benewah County. Denna agreed to secure locations for Kootenai County classes, Kenny will take care of Shoshone County, and Jamie will take care of Bonner and Boundary Counties. All will get locations and addresses to Jamie by February 1. Jamie will talk to Bonner County, Greg, and John Perfect (ITD) to get the field locations taken care of.

• Marketing – The marketing committee is developing an email list. If any committee members have contacts they would like to add to the list, please forward them to Tricia. The 2012 marketing plan includes tv and radio announcements (potentially), posters and brochures, and Greg will see about getting an ad in Hagadone’s papers.

• Training Cadre – Bios to Tricia for new instructors – see discussion under website updates.

• Advanced class – The Advanced Class presentation needs updated graphics, which Tom is working on. We are ready to schedule a class. However, Tom and Jamie feel it is still in draft enough form that it will be another trial with a more diverse group of attendees. We will offer the class for free in exchange for critique and helping us check the CGP references. February 29th at PAC was set for the Advanced Class trial. Jamie will send out a list of potential attendees for feedback from the committee. Denna offered her assistance in implementing the class.

• Regulatory – Revised Sandpoint stormwater ordinance approved.
• Exam Review – Jamie will get a copy of the exam from Tricia and convene the exam review committee.

New business

Class material inventory for Bonner/Boundary County - tabled
New Class Inquires – Potential Idaho Department of Lands class in the near future with a road focus. They may develop their own training with some SEEP input instead. Jamie will keep the committee posted as this develops.

Year-end Class Evaluation and test question review. Jamie will ask Tricia for a list of most-missed test questions and a summary of class evaluations.

Presentations/Outreach

Science on Tap – The committee concluded if the Coeur d’Alene Lake Management Plan was presented at Science on Tap, it would be appropriate for SEEP materials to be made available. Otherwise, SEEP is not “Science” enough to be the main attraction.

Confirm next meeting date and time – February 15, 9-11 A.M at PAC

Tyson moved to adjourn the meeting at 11:35 A.M.

Contact Information: Kay Kitchel or Tricia Lotton
Panhandle Area Council
Marketing Subcommittee notes 11:35 A.M. – 12 P.M. – Attendees: Denna Grangaard, Brent Leonard, Jamie Brunner, Tom Freeman, Erin Mader

The committee discussed the newsletter Tyson developed. Tyson will add class dates, the next meeting date, and will check to be sure the “unsubscribe” feature works. It will go out in the next week. Tyson would like to establish a set timeframe for review of the newsletters in the future. The group agreed it would be nice to schedule all 2012 meeting dates at the next meeting in order to facilitate the newsletter development a review schedule. Tom suggested 12 newsletters could be built ahead of time and filled in with specifics as the dates approach. Jamie will add this to the February SEEP Committee agenda.

Brent thought selling ad space in the newsletters would be a good way for SEEP to bring in some revenue. He will look into what something like that is worth and report back next month. Tom pointed out we will need to run the idea by PAC to see how/if they can accept money for something like this. Jamie will check with Tricia on this.

Denna asked the group if we would like to participate in parades this year. Jamie indicated it would be worth the time if we were simply pulling the SEEP trailer with minimal decoration. Denna suggested reducing the number of partners from those involved last year to simplify things.

Tyson said St. Maries parade is Sunday of Memorial weekend. Jamie will check into parades in Bonner and Boundary Counties. Brent will check in the Hayden and Rathdrum areas.

Brochures and posters: Denna will send Jamie a list of posting locations for Shoshone County. We will need to print stickers with class dates for this year’s brochures. Tyson provided stickers last year. Jamie will check with him to see if he can again this year. Jamie and Denna will work with Molly to revise the posters for each county.

Denna agreed to develop the public TV slides for Kootenai and Shoshone Counties. There’s no local public TV in Bonner and Boundary Counties that Jamie and Erin are aware of, but Jamie will check with the local radio station to see if they would announce the classes.

Community Calendars should also be notified. Jamie will check with Sandpoint Newsline and Sandpoint Online. Denna will work on Kootenai and Shoshone Counties.

Next Month:

- Finalize a distribution list
- Print class date stickers
- Print and distribute posters
- Revisit parade locations and dates