



FAEP BOD Agenda
July 31, 2023
Call in Number 1-605-475-4000
code 607028#

I. Call to Order

Roll Call

Name	Attendance	Proxy
Elva Peppers– President & At Large Member Tallahassee elvapeppers@felsi.org	Y	
Ryan Goldman – Past President South Florida rgoldman@broward.org	Y	
Gina Chiello – Vice President Treasure Coast Chapter Rep gchiello@cumminscederberg.com	Y	
Kelley Samuels – Treasurer & At Large Member Central Florida Kelley.samuels@aecom.com	Y	
Jen Savaro – Secretary South Chapter jsavaro@res.us	N	
Bruce Hasbrouck – Parliamentarian* Tampa Bay Bruce@HasbrouckEnv.com	Y	
Teri Hasbrouck – Administrator* Tampa Bay info@faep-fl.org	Y	
David Wood – Northeast Chapter David.Wood@ApexCos.com	N	
Mike Cobb– Northwest Chapter mcobb1@uwf.edu	N	
Amy Guilfoyle - aguilfoyle@scsengineers.com	Y	
Sheri Huelster – Tampa Bay Chapter Sheri.huelster@stantec.com	Y	
Joshua Hirten – Central Chapter hirtenjj@cdmsmith.com	Y	
Tim Perry – At Large Member Tallahassee tperry@gbwlegal.com	N	
Christina Hall - SW Chapter Rep christina@thanaples.com	Y	
Jane Gregory – At Large Member Jane.gregory@ocfl.net	N	
Don Medellin – At Large Member donshotbuck@yahoo.com	Y	
Susan Martin – At Large Member smartin@nelsonyeager.com	N	
Courtney Arena – NAEP Rep Ccarena9@gmail.com	Y	

A majority of the board or their proxies shall constitute a quorum. *Non-voting position. 17 voting members. 9 = quorum

Approval of Meeting Minutes

- 3..i. Approval of June meeting minutes.

Ryan – made motion to approve meeting minutes.
Kelly – second the motion.
All in favor – yes

Treasurer's Report (Kelley)

- 4..i. Wells Fargo – Approx. \$30K balance in account.
4..ii. Bank United – CD expires Feb 2024 (Bruce moved money into CD at a 5.25 rate). Approx \$26K balance in the BU account.
4..iii. Chapter Reimbursement Requests can occur at any point during the year. Coordinate with Kelley. They are due by September. Kelley to redistribute the reimbursement form again – the only one received to date is from TCC.
4..iv. Expenses this month:
4..v. Conference earnings – final numbers still being determined.

Administrator's Report (Teri)

- 5..i. Chapter representatives to continue to reach out to non-renewals.
5..ii. Membership stats:
5..ii.1. FAEP members; NAEP members. - 45 members processed in July – total 768 members, 46 are NAEP members
5..ii.2. Goal 860 members.
5..ii.3. Send email blast to all conf attendees reminder that they have until Sunday, Aug 6th to use the code to join or renew in order to be entered into the special drawing – Teri sent email this morning (7/31) to list of prospects (~80% of business cards). Three (3) people joined using the Marco2023 Code. Decided not to open the raffle to non-attendees – local chapters can post on social media as a reminder. Don suggested following up with the committee ASAP to discuss a discounted booth rate for nonprofits next year – Elva to reach out. Bruce said we've shared our membership list with EPSS for 30 years. Josh made a connection with Jean Jones regarding a booth at the Bioremediation Conference. Courtney mentioned that in the future, if we continue to use money from NAEP, we need to promote them more. FAEP is requesting \$2,000 to support this for next year – to be decided in October at the board meeting. Courtney to draft a summary to support the NAEP request and Beacon article.
V.iii MemberClicks: Tim any update on MemberClicks for all chapters?
5..ii.3.a.i. Committee volunteers needed to help Tim.
5..ii.3.a.ii. Virtual training session for chapters on how to use MemberClicks. Set up a schedule for one time per year; 2023 in Aug/Sept (Teri/Gina instructors)

Old Business

- 6..i. 2024 Central to be host chapter– Central will host in late April 2024- Set up conference committee members.
 - Have a representative from each chapter on the committee or assigned a task.
 - Each chapter responsible for a session or somehow broken down
 - Sponsorship outreach early from each chapter.
 - Set goals early so tasks can be doled out
 - Reach out to other organizations (WTS/ASCE)
 - Conference swag – committee

Josh - Venue walkthroughs this week. Then will decide on a location and verify costing.
 - 6..ii. 2025 conference host chapter needed – no volunteers yet.
 - 6..iii. August events are ALL in!! THANK YOU! Link for events located at bottom of agenda (More August/Sept & beyond)
 - 6..iv. Don requested a copy of the 2023 conference agenda and CEU certificate. Elva to send.
- Professional Training
 - Soils Course for South Chapter scheduling for fall-
 - Any additional chapters want to schedule? Need 2 months to organize. Elva and Jen to select a date for soils training. Blackouts for TRS 9/18; 9/27-9/29; 10/11-13; 10/23-10/25
 - Wetland delineation training is available through Richardson Soils Scheduled for 9/18 and the Field Portion set for 10/18 and 10/19 – SW Chapter, \$600 per person.
 - Phase 1 ESA Training (none scheduled)
 - I..i..a. Phase 1 - \$6,000/day.
 - I..i..a.i. Needs to be organized early enough. Offered cheaper than what other Phase 1 training.
 - Northeast Chapter revitalization- Meeting to be scheduled with BOD and interested parties in Aug. Mixer on Sept 6th pm?

Elva setting up a mixer for the NE Chapter. Someone spoke with Elva about it at EPSS and was very interested. Asked about a Group/ Corporate membership. Need to work on this – on the list.
 - EPSS Breakfast Meeting Discussions
 - Tampa Bay's turn to host 2025 conference
 - Update FAEP logo
 - Purchase FAEP banner/ tablecloth
 - More statewide events to partner with the local chapters.
 - NE Chapter – State of the River event
 - Suggested FAEP add a groundwater training.
 - Courtney to provide a brief conference summary recap.
 - I..i..a. Contacts, email blast, baskets
 - FAEP to attend different conferences.
 - I..i..a. FL remediation conference
 - I..i..b. FES
 - I..i..c. FLERA (County agencies)
 - I..i..d. FAMB
 - For future FAEP conference – start a swag theme item

Small Project Committees: (NEED VOLUNTEERS)

Workshop Guidance Committee- develop short list of information for Chapters to put on workshop through FAEP training program. Suggested members: Kelley, Lindsey, Elva, (input/help from Bruce?) **Draft Workshop agreement in review (Vote Feb Meeting) COMPLETED**

Research and determination of best option for Conference/Workshop/Event registrations. Event Bee, Memberclicks, Constant Contact, etc.

State Sponsorship Committee: report on some ideas, pros & cons of having a state chapter sponsorship and options of how to do it or providing benefits to chapter sponsors through the local chapters. Suggested Members: Elva

Awards Program Development- Research other organizations and past FAEP programs to present some options for awards for outstanding members/projects/ or Elva, Gina and Bruce (IN PROCESS)

Beacon Committee- updates Discussion on what is expected in Beacon.

1. Reach out to members to see if there is anything they want to publish.
2. Idea to allow sponsors to write one article per year.
- ii. Article ideas: incase you missed article and links (i.e. regulatory changes, etc.), issue to recap the conference, and allow sponsors to write one article.

FL Chamber Summer School Booth Coordination: Update

- XII. Social media – make people admins,
 - 12..i. Assign to board members – someone gets LinkedIn, facebook, etc.
 - 12..ii. Repost chapter members.
- Brainstorm ideas for speakers, etc. for chapters.
- Retreats to plan year – potential goal for next year as board

New Business

Request to order FAEP/Conference Tervis

Lindsey/Teri Work Projects –

2. SFAEP/NWAEP- assisting with social media campaign to increase membership, email distribution improvements.
3. Posting of FAEP Chapter Calendar
4. NE Chapter Website setup
 - a. Need to improve Beacon newsletter.
 - i. Setup ad hoc committee to reevaluate Beacon
 - ii. Discussion on what is expected in Beacon.
 1. Reach out to members to see if there is anything they want to publish.
 2. Idea to allow sponsors to write one article per year.
 - iii. Article ideas: incase you missed article and links (i.e. regulatory changes, etc.), issue to recap the conference, and allow sponsors to write one article.

- Any other items that Chapters need help with?

Board Goals

1. Increase membership (860)

- All chapters should set up a LinkedIn Account – who has LinkedIn site? (Tallahassee, Tampa Bay, South, Treasure Coast, FAEP)
- Monthly events submittal the form will work for any future events, not just the next month. **August additions DUE NOW.**

- [EVENT CALENDAR FORM](#) (click to link)

2. Professional Training

In process with Soils and Phase 1 ESA
SFAEP wants a date.

3. **Beacon Publication and Articles Goal** – 2 articles per chapter per year (Winter through Fall) –**Spring** issue (articles due April 1) Central, Northeast, Northwest, South; **Summer** issue (articles due July 1) Southwest, Tallahassee, Tampa Bay, Treasure Coast; **Fall issue (articles due October 1) Central, Northeast, Northwest, South; Winter** issue (articles due December 31) Southwest, Tallahassee, Tampa Bay, Treasure Coast
4. **Additional Member Benefits (suggestions)**
 - Offer member-only recorded videos of chapter presentations
Potential media organizer identified to assist with recordings and posting of presentations to members only on FAEP website.
5. **State Sponsored Student Scholarship**
6. **State Coordinated Community Service Day/Event**
7. **Ways to promote FAEP**
 - i. Attendance/sponsorship at Other conferences (booth/flyers/giveaways)
 - ii. Swag items (should FAEP have items at the conference)
 - iii. Awards program
 - iv. Calendar
 - v. Diversity programs/Women in Science/Young Professionals

Chapter Discussions –

- Tallahassee – [social in 2 weeks](#)
- Tampa Bay – [lunch – 3rd week in Aug – sustainability, planning retreat on the 11th and calendar contest is open now and women in STEM event on Oct 5th](#)
- Treasure Coast – [Environmental Trivia \(Aug\), Martin County Stormwater \(Sept\)](#)
- Central – [Not on](#)
- Northeast – [Sept 6th - social](#)
- Northwest – [Not on](#)
- Southwest – [UMAM training with Michael Miller, lunch and learn with NBC meteorologist.](#)
- South – [Sea Turtle hatchling release, joint event with TCC \(November\)](#)

Upcoming Meeting – August 28th @12pm

REMINDER TO GET THE CALENDAR EVENTS IN

- [EVENT CALENDAR FORM](#) (click to link)

Skipped items

- Updates for Membership/Renewal: (skip)
 - Need mechanism to allow membership in all chapters. Add choice to FAEP membership page on the website and on each chapter's websites.

Membership growth committee - (Ryan, Elva, Brian, Jane, Teri) (**Skip**)

- 17..i. Elva reported that we received responses from 28 people from marketing questionnaire. Committee to have a special meeting and report to BOD at November BOD meeting.
 - 17..i.1. Most did not have a strong feeling about staying with current website.
 - 17..i.2. Interested in centralized website through FAEP.
 - 17..i.3. Not cross-pollinating with other chapters.
 - 17..i.4. All chapters would like to have access to member list.
 - 17..i.5. Would like a repository of presentations for members only.
 - 17..i.6. Requested trainings
 - 17..i.7. Suggested sponsor booths at conference
 - 17..i.8. Highest priorities - centralized membership and attendance
 - 17..ii. Great idea for condensing chapter presence online and theme. Changed ways we do our calendars.
 - 17..iii. Growth committee fall group discussion – happy to have one. Elva to send out calendar invite. Data and information from survey needs to be shared with board. Discussed offline and bring to boards attention.
- Marketing questionnaire was sent out to all local chapter board members, we had a response from 28 people. Central-1; NW-1; South-5; SW-4; TLH-7; TB-4; TC-6;NE-0
 - Some general results from responses- full presentation will be given later.
 - Majority did not have strong feelings about staying with their current website (SW/TB and TC were more opposed than other chapters)
 - Majority were interested in having a centrally hosted website available for all chapters.
 - All chapters would like to have access to member list sharing from all chapters.
 - Help with advertising/flyers seemed to be important for most chapters.
 - Branding and consistency were important.
 - Majority would like to see repository for member-only recorded presentations.
 - Requested trainings: wetlands; legislative updates; mangrove trimming; stormwater; soils; wildlife; plant ID; professional communication; procurement procedures; WOTUS; GIS; things with certifications; professional marketing; resume development; marketing; presentation bootcamp; seagrass; and more
 - Highest priorities for marketing: Centralized services, sponsorship in other organizations; FAEP funding/managing websites; attendance at conferences; website redesign
 - Most agreed that FAEP should sponsor booths at conferences- mostly mentioned Summer School
 - Suggestions for increasing communication: mentorship, member bios, trainings, partnerships with other organizations, statewide membership meetings, success stories and member recognition.