



NORFMA Board Meeting Minutes Oct. 5th 2011

AGENDA

1. Time for future Conference calls
2. Follow-up Letter to NORFMA Conference Participants
3. Download and results from Conference
4. Committees
 - ASFPM Chapter
 - Membership/Nomination
 - Policy Committee
 - Training Committee
 - Conference Committee
5. In-person Board Meetings for this year
6. Website
7. Other Business.

ATTENDEES (Conference Call)

Hans Hunger, David Miles, Taunnie Boothby, Henry Hu, Marjorie Wolfe, Ted Olsen, Tamsin Lyle, Paula Cooper, Paul Pittman

SUMMARIZED MEETING MINUTES

1. Time for future conference calls will be 8:30 a.m. (PST) on the first Wednesday of the month
2. Follow-up Letters to conference participants will be sent out and may include: Paul volunteered to draft a letter to be reviewed by board.
 - a. A solicitation of ideas and input from participants on what they thought of the conference and ideas/subjects/presentations they would like to see at the next or future conferences.



The board discussed outreach to smaller, more remote communities and disciplines beyond floodplain managers as an important suggestion that resulted from the conference. Ideas included:

- Short courses: face to face interaction is important however travel long distance can be a show stopper for many.
- Webinars: This can be effective and CFM credits can be offered.
- CFM courses and continuing education credit opportunities
- Trainings and information for associations or professions indirectly linked to floodplain management (e.g. surveyors). We can use other associations by providing training at their scheduled events. Other associations could be Land Surveyors of Washington, Association of Building Officials, or Realtors.

- b. Opportunities for members to participate in committees
 - c. Responses from members can be directed to a single board member (Paula Cooper) with options to respond or engage regional representatives.
 - d. Consider an e-survey to gather feedback
3. Results from 2011 Conference in Bellingham, WA
- a. Over 100 participants attended the conference, possibly the largest attendance ever. We should focus this year on finding new volunteers that can take on some of the conference duties. Next year might be a good opportunity for a new conference program chair to be mentored by Jerry Louthain.
 - b. Approximately \$36k gross with \$20k profit from conference; approximately \$40k in bank account
 - c. Discussion about how conference layout and program is working for the Sponsors. Generally as long as we keep the Sponsor's booths in the same room as the breaks and refreshments it was felt it gives the Sponsor's booths adequate exposure. We might consider soliciting feedback from our Sponsors if they think there is anything we could do better.
 - d. Lessons
 - i. Audio visual technical challenges
 - ii. Consider regional distribution of conferences (current travel limitations for many members)



4. Committees

- a. ASFPM (Board liaison: Hans Hunger)
 - i. This would be a temporary committee but if the board does decide to pursue becoming an ASFPM it could be a longer duration for the committee.
 - ii. Research pros and cons to becoming a chapter member (Bob Freitag)

- b. Membership (Board liaison: Henry Hu)
 - i. Goal to increase overall membership, consider a renewal notice for conference attendees and members
 - ii. Consider strategies to increase committee participation and to maintain past board membership involvement
 - iii. Hans will draft a letter out to existing members who didn't attend the conference soliciting them similar to the follow-up letter but also asking them to renew their membership.

- c. Policy Committee (Board liaison: Paul Pittman)
 - i. Can NORFMA weigh in on big policy developments?
 - ii. Distribution of information, communication, and responses from FEMA is creating many challenges and frustrations. Can NORFMA help to be a collector and conduit of this information?

- d. Training Committee (Board liaison: Taunie Boothby)
 - i. Wait for response from Thank You letters

- e. Conference Committee (Board liaison: Hans Hunger)
 - i. Follow up with information received from Thank You letters and e-survey
 - ii. Discuss outreach strategies
 - iii. Discuss future conference presentations and location

Board members will take on trying to write a brief summary of the referenced Committee's mission statement, duties and responsibilities

5. In-person Board Meeting for the upcoming year

- a. The past in-person board meetings typically occurred February – May (mostly in April and May) in coordination with the state coordination meetings (usually in Seattle area)
- b. Propose keeping this strategy for the future 2012 meeting

6. Website



- a. Logos – black preferred for reproducibility (featured on this , dark green as an alternative
 - b. Anna (HDR) will continue to be webmaster, presentations from the 2011 conference are currently posted
 - c. Consider adding social media (Twitter, facebook) to website
 - d. Post Board meeting minutes on website following review
7. Other Business
- a. 1st draft of by-laws revision will be out soon (Paula Cooper)
 - b. Maintenance of the membership list will be with the Board Secretary (Paul Pittman)
 - c. Consider posting organizations of members on the website rather than a list of individual members on the website
 - d. DIRT magazine may have publishing opportunities for NORFMA members, Paula will research