

Board of Directors Meeting

December 02, 2021

10:00 – 11:30 pm

In-Person/WebEx/Conference Call

Meeting called by: Matt Hagelin



Attendees: Faye Gillespie, Ben Tozer, Matt Hagelin, Ben Barker, Brian Mielke, Mindy Leadholm, Sean Lawler, Shawn Zepper, Craig Knudson, Greg Cooley, Penny Rolf, Dan Lesher.

10:00 – 10:05 **CALL TO ORDER** Matt Hagelin, SR/WA
Roll Call *Everyone*
October Board Meeting Minutes Matt Hagelin, SR/WA
• *Approved via email on November 11th, 2021 (Moved by Brent Rolf with a 2nd from Sean Lawler, SR/WA)*

10:05 – 10:10 **TREASURER'S REPORT** Sean Lawler, SR/WA

Checking Account	\$52,019.99
Chapter Event Fund Savings Account	\$5,581.00
Gary Ostrom Memorial Fund	\$3,066.76
CD	\$11,319.11
PayPal	\$241.87
TOTAL:	\$

10:10 – 10:40 **OLD BUSINESS**

Region 3 Fall Forum Recap Mindy Leadholm, SR/WA

- 25 in person, maybe another 20 online.
- Work to do managing in person and virtual together.
- We have "Owls" from IRWA and we can use them at a Region meeting, or even a Chapter meeting.
Two Main Focuses:
 - 1. Gaining Membership – new members.
 - College outreach expansion
 - Incentives
 - Changes in good ways – SR/WA certification – making it a little more simple – go back to the SR/WA Generalist.
 - Trying to balance what we make people do with making it worthwhile to them.
 - 2. Education.
 - Really want to move back toward a 3 year education plan.
- Ben asked if they are trying to make it more complicated to make it more recognized – Mindy said generally yes. Brief discussion regarding whether we have a marketing problem or an education problem – businesses outside of the IRWA don't know what an SR/WA means.
- Greg was on the committee, he feels that marketing needs to occur even at the R/WA.
- There was discussion on marketing at the committee meeting but they were trying to add meat to the certifications.
- They are working toward finalizing the new plan for the certifications.

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- Incorporating cross training to respect the fact that the consultants needs cross training.
- Greg – we have to not only tell everyone how important we are, we have to demonstrate it.
- Craig – mentioned that it's not only about the classes, but also about the experience.
- Matt summarized – much discussion regarding credentialing, education, marketing, etc.
- Greg said that the committee is supposed to be getting feedback back to the IEC to try and document and collect what their desires are.
- Mindy – Region Vice Chair call in November – they invited every Chapter Education Chair. Problem being – 100 people on the call. Not really getting feedback. It was mostly about conveying information, not getting feedback. It was mostly about getting the 3 year education plans done.
- Greg's recommendation – 60-75% of people wanted a single track – SR/WA Generalist, rather than transportation/utility/etc.
 - Tell the upper leadership that we want some change and that this is what we want.
 - Mindy can bring back our Chapter ideas to Caroll.

College Outreach Board & Member Meeting Recap

Sean Lawler, SR/WA

- Sean – Low attendance, but attribute that to Covid Hangover. Only a couple of individuals from St. Cloud Tech showed up but conversation was good.
- 2 Scholarships made available. 3 applicants applied.
 - 1 scholarship to Carl Olson – Survey Tech at St. Cloud Tech.
 - The other applications were incomplete.
 - Might change some things up for next year. If anyone has any ideas on how to promote or drum up participants.
 - Social media.
 - Local Real Estate Associations.
 - Membership attendance would be great – maybe focus on promoting internship networking – on both sides.
 - QR Code?
 - Do the presentation AT one of their classes? (During the day?) (Would not be a member meeting then at that point.
 - Maybe January or February would be better – make it more of an internship/job fair opportunity.
 - Maybe we do fall and early spring.
 - Ask Carl (scholarship winner) and other attendees how we can get more participation.

Member survey feedback

Matt Hagelin, SR/WA

- Only 14 respondents so far.
- Survey will stay open – if it stays open until the end of the year, that's fine.
- We will continue to push the survey.

Results:

- For the most part people feel it brings value.

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- Engagement to remain the same.
- Biggest barriers to engagement – time away from work. Travel.
- Frequency of communication – seems good – only one participant said not enough.
- Volunteering – half and half.
How is Chapter 20 doing?
 - More value to employers.
 - Room for improvement to engage outstate members – feel disconnected.
 - Felt like we were doing great pre-Covid.
 - Appears to be transitioning. Had been highly organized and focused, but since Covid has gone downhill.
 - New member – the events they have attended have been great.
 - Long time member appreciates the youth of the Board and that we are doing well fiscally.

How can we improve?

- In person difficult for outstate members.
- Geographic issues – disconnection – Virtual gatherings? More Central locations?
- Hosting Chapter meeting at the MnDOT Conference?
- Some members need CE – having more IRWA approved for CE would be helpful.
 - Issues with switching to virtual – people from all over are taking the courses. The CE isn't going to count for everyone. IRWA is trying to get an overall approval for the courses for all States. (Seems impossible).
 - Doug Johnson wants to be done by the end of the year. Can't find anyone else to take over. We will need to find someone for next year.
- People are looking for occasional entertainment.
- Chapter gatherings should be more focused on value – looking to learn and grow as professionals.
- Project recognition or education coupled with social networking would be great.
- Stillwater Boat Cruise was called out as an event that provided member value.

How can Chapter 20 be more inclusive?

- Help members more who are looking for certification.
 - Working on the education side of it. Sean has been working on this.
- Sharing and pushing out articles in our newsletter.
- Engaging outstate members
- Focus on membership information for newer people sometimes.
- Encourage people to bring co workers or agency nonmembers.
- One participant felt the organization is way too homogenous. Not enough people of color.
- Chapter meetings or events in other areas of the State.
- Getting young professionals more involved.

Open Comments:

- Increase effort to engage new members
- Sell our certifications.
- Thankful for Chapter 20.

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- Wants us back up to full speed.
- Wants more events planned, quality speakers, project tours, educational components.
- Board meetings spend too little time talking about the next gathering.
- New member – wants to find a place to “fit In”. Events have been great, members make them feel welcome.

10:40 – 11:10 NEW BUSINESS

Member survey discussion & next steps

Matt Hagelin, SR/WA

- Next meeting will address next steps.

PicRights-Reuters New and Media

Ben Tozer

- Dinged us and it had been resolved. Now they are back – they went to headquarters again.
- Do not go online and complain about them, we have a non disclosure.
- Headquarters made us pay up last time, and now they are back.
- Mindy will look and see if she has downloaded copies. Otherwise Ben Tozer will have to download them. It appears PicRights is going into the website and finding old newsletters to keep pressing for more money.
- Ben is trying to get information from Headquarters as to whether other Chapters are struggling with this.

IRWA Strategic Plan – Key Objectives Discussion

Matt Hagelin, SR/WA

- Tabled until next meeting.
 - Being worked on right now.
 - 3% annual growth in membership
 - 5% annual growth in Course attendance.
 - General growth in all areas.

Membership Drive

Matt Hagelin, SR/WA

- Tabled until next meeting.

Next Meeting (Date, time and Location)

Matt Hagelin, SR/WA

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11:10 – 11:30 **COMMITTEE REPORTS**

SERVICE COMMITTEES

Nominations & Elections

Brian Mielke, SR/WA

Professional Development

Sean Lawler, SR/WA

Ethics

Ben Tozer

Education

Shawn Zepper

Communications & Marketing

Brent Rolf

Membership

Ben Barker, SR/WA

INDUSTRY COMMITTEES

Electric & Utilities

Craig Knudsen, SR/WA, R/W-EC, R/W-NAC

Local Public Agencies

Jason Alt

Oil & Gas Pipeline

Andy Girga

Transportation

Vacant

COMMUNITIES OF PRACTICE

Asset Management

Sean Lawler, SR/WA

Environmental

Craig Knudsen, SR/WA, R/W-EC, R/W-NAC

Relocation

Penny Rolf, SR/WA

Surveying & Engineering

Jerry Ripley

Valuation

Vacant

ADDITIONAL DISCUSSION:

Motion to Adjourn by: Shawn Zepper

Seconded by: Sean Lawler

Minutes Approved: : Motion by Brent Rolf, 2nd by Shawn Zepper and approved by consensus