

## Board of Directors Meeting

March 16, 2022

10:00 – 11:30 pm

In-Person/WebEx/Conference Call

Meeting called by: Matt Hagelin



**Attendees:** Matt Hagelin, Brian Mielke, Ben Tozer, Penny Rolf, Shawn Zepper, Sean Lawler, Faye Gillespie, Mike Stitka, Joe Hafe, Mindy Leadholm, Craig Knudsen, Dan Leshner.

10:00 – 10:05 **CALL TO ORDER** Matt Hagelin, SR/WA  
Roll Call *Everyone*  
January Board Meeting Minutes Matt Hagelin, SR/WA  

- *Approved via email on February 23rd, 2022 (Moved by Brian Mielke with a 2<sup>nd</sup> from Shawn Zepper)*

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

Checking Account	\$ 51,797.17**
Chapter Event Fund Savings Account	\$ 5,581.00
Gary Ostrom Memorial Fund	\$ 3,067.53
CD	\$ 11,356.71
PayPal	\$ 100.76
<b>TOTAL:</b>	<b>\$ 71,903.17**</b>

10:10 – 10:20 **OLD BUSINESS**

PicRights-Reuters New and Media Ben Tozer, Esq.

- No update. Sitting on it until we see something more. (Remove from agenda going forward until we hear from Ben).

Membership Drive Update Matt Hagelin, SR/WA

- Chapter 10 – held a membership drive in Duluth on March 11<sup>th</sup>. 7 attendees at the drive at Pizza Luce. 4 new members. We get benefits from International - Discounts, renewal credit for those that referred the new members. Provides 1 free membership for the Chapter to use. Achieved – we now have one membership to use. New memberships signed by Chapter Secretary (Faye Gillespie). Brainstorm new opportunities on how to give away the free membership.
- Brian M. – some sort of lottery or some kind of incentive to attend.
- Mindy L. – use it as an incentive to attend a meeting – maybe November?
- Matt H. – We will put some ideas together and circle back.

College Outreach Changes Update Sean Lawler, SR/WA

- Administrative Policies Update needed:
  - What are we trying to achieve? (Today's discussion)
    - Right now we are capped at 2 scholarships, maybe we want to open it up to 3? Or have it be uncapped? The administrative policies state 2 scholarships.
    - Keep the minimum balance.
    - Expand the ability to give scholarships – maybe with requirements to re-fund the account within a certain amount of time.

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- Penny R. – will be go outside the St. Cloud area then? Maybe visit multiple colleges and hold more events?
- Matt H. – maybe we spread the word?
- Sean L. – maybe we send out some speakers locally.
- Brian M. – Maybe speaking during classes?
- Ben T. – keep the event in St. Cloud, but also organize something small locally.
- Sean L. – Maybe go for clubs – identify college clubs to speak with.
- What might that look like? (We can email details around at the Board Level after the meeting, and then put something together to vote on at the next meeting).

### 10:20 – 11:10 NEW BUSINESS

Next Meeting (Date, time and Location)

Brian Mielke, SR/WA

- 5/18/22 and location TBD.
- Speaker secured - BNSF. Shawn Z. – WSB University.

July Board and Member Meeting in Duluth, MN

Matt Hagelin, SR/WA

- Coupling it with Course 218 - Right of Way Acquisition for Electrical Transmission Projects
  - Wed/Thurs/Fri situation.
  - Make the member/board meeting our yearly free event.
  - Also adding an evening event.
  - Could do it at Allete or whatever hotel we coordinate with.
  - Working on a date – end of July/beginning of August?
  - Matt H. and Shawn Z. will work it out.

IRWA Board and Member Meeting / MNDOT Conference

Matt Hagelin, SR/WA

- Fundraiser -- Golf event
- September 21<sup>st</sup>-23<sup>rd</sup> this year at Breezy Point.
- Meeting the day before with a golf event that night?
- Penny is not organizing the social hour or the golf event this year, but she will help Matt. Dan Leshner will also help (he has experience with the golf event).
- Matt H - Golf Event/member meeting on Tuesday (natural social hour afterward). AND do the social hour the first night of the conference (Wednesday).
- Faye G. - Give away the free membership there?
- Mike S. – do a social hour down in the room by the lake? (he has been to appraisal social hours for appraisal) Grilling? Make it an informal event.
- 9 hole golf event? Fundraiser. Small social hour afterward with grilling.
- Let's update in May. Matt H. will follow up with Penny R.

Outreach to Sponsors Update

Brian Mielke, SR/WA

- Faye G. – Ben Barker (WSB) suggested that we get more incentives. Perhaps discounted courses, discounted memberships or more prominent logos for the sponsors on the website. He is looking for more incentives.

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- Brian M. – If we can get something written, he doesn't think that we are opposed to those types of changes.
- Mindy L. – Region 3 – Spring Forum is coming up – it's our turn to host. Possibly some marketing opportunities.
- Brian M. – he would like someone to take the sponsorship grid, update it with these changes and get it passed around for approval. Then get it out there to sponsors and do some outreach.
- Mindy L. – Typically, all of June they could become a sponsor, by July we have the sponsors and the Platinum sponsor sponsors the free July event.
- Brian M. – Scholarships could also be used as incentive to sponsors.
- Penny – we could also make the Monday night event something that could be sponsored.
- Mindy L. – can take care of the grid update – we will send it around and get it approved by an email vote.
- Matt H. – If we can get it updated and out for approval, let's get it out there via email for vote. Maybe we re-share some of the information provided by our companies.
- WSB, Prosource, Ulteig, SRF, Fredrikson are historically our sponsors.
- Brian M – Not opposed to making calls to generate more sponsors.
- Mindy L. – historically we send out the sponsorship invitations, they sign up via PayPal.
- General discussion around using Venmo vs. PayPal. Venmo seems to be a more efficient way to do it and does not take a fee.
- Mindy L. – is there a reason why we have to limit how many platinum or gold or whatever sponsorships?
- General discussion regarding the different cost levels and different benefits of sponsorship.
- Penny R. – WSB went from Platinum to Gold because the level of benefits wasn't that different. We need more bang for our buck. Matt H – that ties back to adding more incentives to make higher sponsorships more worth it.
- Brian M. and Penny R – also need to remind our sponsors of their benefits.
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### 2022/2023 Sponsorship Packages

Brian Mielke, SR/WA

- Administrative Policies – do include reimbursement for board members to attend Forums and Conferences. Budgeted item – do we need to approve it? General discussion – we do not need to vote on this.
- Region Forum – there are policies for reimbursement – we need to remind people of this. \$100 off for Region Forum attendance for members. \$200 off for Region Forum attendance for International Committee attendance. Free Forum attendance for President, President Elect.
- Mindy L. – Virtually and in person attendance at Spring Forum is \$75.00.
- IF someone does request reimbursement, will discuss at the Board Meeting.
- Logistics

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### **SERVICE COMMITTEES**

#### Nominations & Elections

*Brian Mielke, SR/WA*

- Secretary sends out nominations request to membership mailing list. Nominations committee will put forth Joe Haefner for Secretary.

#### Professional Development

*Sean Lawler, SR/WA*

- SR/WA – Two Recertifications.

#### Ethics

*Ben Tozer*

No updates.

#### Education

*Shawn Zepper*

- Classes scheduled for May and July
- Continuing Education credits - DOC
- 213 is coming up in May 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>
- 218 is coming up in July
- 400/403 – Appraisal Courses coming up in the fall.
- Environmental Trio coming up in December.
  - Matt H. – would Chapter 20 want to host something – some kind of get together for attendees of the 3 day course? Maybe the first night? We benefit from in person classes and if we can coordinate something additional – might be a good incentive.
  - We can vote to approve at the May meeting.
- New certification requirement coming – will be on the May agenda.
- Dan L. – could we get someone from Headquarters to speak about it once it is finalized? Or have them produce something that is recorded?
- Mindy L. – Simplifying – no paths, just one SR/WA. Trying to make it more valuable – added hours and expense. Final version – some of the things they were requiring aren't pertinent to Canadians at all. There is a meeting next week to discuss finalizing it.

#### Communications & Marketing

*Brent Rolf*

- No update.

#### Membership

*Ben Barker, SR/WA*

- No Update.

### **INDUSTRY COMMITTEES**

#### Electric & Utilities

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

No update.

#### Local Public Agencies

*Jason Alt*

No update

#### Oil & Gas Pipeline

*Andy Girga*

No update

#### Transportation

*Vacant*

- Transportation symposium coming up. Penny Rolf will provide an update.

### **COMMUNITIES OF PRACTICE**

#### Asset Management

*Sean Lawler, SR/WA*

- No update

#### Environmental

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

