

## Indiana Water Monitoring Council Board of Directors Meeting Minutes

July 19, 2017

USGS Indiana Water Science Center, 5957 Lakeside Boulevard, Indianapolis

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### Meeting Called to Order at 12:37pm

Introductions were made, including those for the two newest members, Brittany Maule and Alisha Turnbow from IDEM, who have joined the Communications Committee and will be the points of contact for newsletter articles and the like.

#### Attendees:

Jeremy Webber  
Randy Bayless  
Jade Young  
Gretchen Quirk  
Shawn Naylor  
Jill Hoffmann  
Brenda Howard  
Jody Arthur  
Brittany Maule  
Alisha Turnbow

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### Old Business

- **Bylaw revisions**  
The link with revisions has gone out to the Council to review and the deadline for feedback is July 21. Comments received thus far were discussed, involving board makeup, removing members, and dues. There was general agreement to keep the existing revisions as written, lest the entire process be delayed. Next step is to send out to the membership to comment and vote.
  - **Membership Committee**  
No committee members at this time, Jody will talk to chair Mark Howell about recruiting members and starting a work plan.
  - **Treasurer Report**  
Gretchen reported that total funds equal \$1709.38. Budget has been updated, but not yet approved by the board.
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### Committee Reports

**From henceforth, committee reports shall be sent out to the board with the agenda before the board meetings. A handy template will be distributed to committee chairs.**

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### Strategic Plan Review

- **Presenting... topics for two new issues pages! (Goal 2.3)**  
After a brief discussion, it was decided that the new topics would be Lake & Reservoir Monitoring and Toxic Algal Blooms. Teams have been assembled to begin the good work. Issues pages are 1-page summaries, which can drill down into subpages for more detail, and include two apt photos. If interested in helping out, contact Shawn/Jade for Lakes & Reservoirs or Jeremy/Brittany for Algal Blooms.
  - **Member Benefits (Goal 3.1 & 3.2)**  
There is a fairly comprehensive list of benefits on the new website, will need to decide which of those will be restricted, whether completely or limitedly, to members. Members-only section could include job boards, issue papers, and research sharing, to name a few.
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- **Personal Invitations (Goal 3.6)**

Gretchen will email to the board the Google Document [here](#). Please input five names of worthy folks, to whom invitations to join the council will be sent.

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## New Business

- **Blue Accounting**

Shawn summarized the concept as a way to explain to the public the benefits and importance of water monitoring, focusing on the desired outcomes public health, economics, and recreation. Suggestions included emphasizing these outcomes in the issues pages and also listing them in the new website's homepage banner.

- **Update on New Website: [www.inwmc.net](http://www.inwmc.net)**

Jody showcased just a few of the many new features that the website will offer. Some of these features include links for member's research, giving circle options, and a directory of experts for folks that want to be consulted with water questions. Jody plans to have the new site ready for the board to test-run and review before the next meeting.

There was also the unveiling of a possible new logo (see below). Jody explained that this logo would be easier to manage and look better on the web development end. She will create a dummy homepage so that the board can compare the two looks.



Jody also handed out a detailed listing of expenses related to both website development and the expected annual costs. Compared to the annual cost of Wild Apricot (\$840), the new annual expense for the Word Press site is significantly less at \$194, much to the treasurer's delight. There was discussion about letting the Wild Apricot site lapse, but since membership renewals are approaching in Sept, it was decided to keep the site until the new one goes live. There is a \$70/month charge until the old site is officially decommissioned plus a \$50 site-migration fee, for which Jody will be fully reimbursed.

- **Communication Update**

Brittany showed the group a newsletter template through MailChimp with a new format that can be emailed out. Brittany will also be the new Facebook liaison – Jody will get her up to speed on the social media.

Alisha is developing a blog for more in-depth information, which will be on the website's main navigation page. Blog ideas include, but are not limited to, interviews, board updates, and efforts to reach out to more students.

- **Annual Symposium**

The topic has been confirmed: Ecological Flows! Jody will research possible locales for the symposium, date to be determined. Gretchen will email the board to solicit more folks to join this exciting Event Planning venture.

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**Next meeting is Wednesday, September 20, 2017 12:30-2:30 pm.**

**Meeting Adjourned at 2:06 pm.**

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