



Leadership Team Kick-Off Meeting Minutes
CDPH&E - October 29, 2007

The meeting opened with introductions and a brief recap of the Leadership Team kick-off meeting in September. It was noted that the Leadership Team is lacking representation from the Arkansas Basin. The purpose of this meeting was to get familiar with and make comments on the draft Sustainability and Sponsorship Guidelines documents. The intent of these documents is to aid in the transition from the current grant period through the next five years.

With one year remaining on the grant, the Leadership Team has one year to solidify and implement the Sustainability Plan as well the Sponsorship Drive Guidance Plan. The draft budget was discussed. The budget in the Plan only addresses the DSN. Additional activities such as conferences would potentially require additional funding. The budget assumes two Data Swaps each year. Sarah Sauter discussed the specifics and assumptions of the Plan with the group. Unfortunately some copies of the Sustainability Plan had the summary table attached and some did not. The summary table will be sent to the LT members.

The logistics of data calls for support of the Basin Hearings were discussed with regard to the Sustainability Plan budget. Dan Beley noted that this year the State made data calls for the 303(d) list, and the Lower and Upper Colorado Hearings. The intent is to keep a consistent schedule for DSN data calls coinciding with the Basin Hearings. The data calls will help to remind entities to upload information to the map or database.

The remaining variable for the DSN future budget needs is the transition from how data is uploaded to National STORET from existing support to the new WQX format. The EPA will be working with contractors to implement the new WQX STORET format. The Monitoring Council has been invited to sit at the table to provide input to the new format. After September 2009 the current Oracle format will no longer be functional. Data retrieval will be possible but not data upload. One big advantage with the WQX format is that it will provide much more flexibility. Data can be loaded from a number of different portals which eliminates the need for all data to be entered into the DSN directly. The Monitoring Council has chosen to remain with Gold Systems for hosting support because of the difficulty of their knowledge and expertise with the DSN.

In summary the DSN Sustainability document is a deliverable for the current grant and a product of the Technical Advisory and Outreach Subcommittees. This document provides now and in the future the basis for the Leadership Team fund raising goals for the Sponsorship Drive and grant application efforts. Comments and feedback are welcome, please forward those or questions to Barb Horn (barb.horn@state.co.us). The Leadership Team does not need to make any decisions regarding this document.

The Sponsorship Guidelines were reviewed and discussed. These guidelines were developed by the Transition Team in their effort to reengineer the Monitoring Council. The Transition Team wanted to provide the background and knowledge for this effort to the new Leadership Team so they would not have to start from scratch. The intent is that the Leadership Team revise these as needed, adopt and implement the drive as a primary source of funding for the Councils' products and services. The main points of this document are:

- The DSN will be primarily funded through sponsorship drives.
- The budget fiscal year will be June through July. Contributions must be adequately tracked and recognized.
- The sponsorship drive should target those who benefit directly from the products and services and must be sensitive to ability to provide.
- Sponsorship drives must recognize the fiscal cycles of different organizations and agencies.
- Financial contributions must be applied directly to activities as much as possible.
- Minimize costs through partnerships and in-kind services.

The Leadership Team will be responsible for the oversight of the sponsorship drives, the annual budget and work plan. The sponsorship database will be maintained by the Outreach Committee. Products and tools needed to implement the drive will be provided by the subcommittees with direction and approval from the Leadership Team. The drives will take place the year before the funding is needed. A minimum of approximately \$82,000 will be needed (plus \$45,000 in-kind) during the years using the Oracle STORET system. The WQX based STORET will likely result in cost savings for the DSN. The Leadership Team will need to create "soundbites" that can be used for solicitation purposes which explain what the contributions will be used for and how they will benefit all.

Components that need to be in place to ensure success of the sponsorship drives is:

- Ability to accept money/credit cards and track the contributions.
- Ability to write request letters.
- Merge outreach database with CWN donations tracking database.
- Respond with timely letters of appreciation.
- Set of instructions and information for potential contributors with a relevant message.
- List of suggested levels of contributions for various categories of organizations.

The Leadership Team will need to review the Sponsorship Drive Guidelines during the next few weeks and be prepared to adopt them and design implementation at our next meeting. Please review and get questions answered and be prepared to bring their ideas regarding implementation for the next meeting.

Final agenda item was a proposal to have a functioning Executive Committee for the Leadership Team with is composed of two co-chairs, a secretary and treasurer. The proposal is that the Leadership Team has a “transitional” Executive Committee until June, when the Leadership Team will conduct an “election” for officers the next year. Implementation of this proposal includes:

1. Vic and Barb would serve as interim co-chairs until elections are held in June.
2. Members of the Leadership Team will think about serving as temporary secretary or treasurer until the June elections.
3. The Leadership Team will determine between now and June how to conduct officer elections.

This strategy will provide the continuity needed to keep business moving forward, allows the Leadership Team to get to know each other, their roles and develop a process they own for officer elections.

The next meeting will be December 4, 2007 from 1:00 to 3:00 pm at a location to be determined.

Present: Vic Lucero, Barb Horn, Sarah Sauter, Juliane Brown, Dan Beley, Michele Wind, Natalie Smith
By Phone – Esther Vincent, Julie McCaleb, Mike Gibson