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Minnesota Ground Water Association
Board Meeting Minutes
Regular monthly meeting

Meeting Date: Tuesday, April 20, 2021

Location:

- Meeting was called to order at 11:34 AM. The meeting was held as an online Zoom Meeting

Attendance:

- Julia Steenberg, Past-President; Tony Runkel, President; Jeré Mohr, President-Elect; Vanessa Baratta, Treasurer; Michael Ginsbach, Secretary; Sean Hunt, Management; Jeanette Leete, Management; Andrew Streitz, Newsletter; Andrew Retzler, Member

Agenda:

- No additions.

Past Minutes:

- Baratta noted a few typos, which have been fixed on the Google Drive version.
- Approved.

Reports:

Treasurer:

- Baratta said that as of today, total income is \$26,683.41, net income is \$16,617.19 total assets are \$114,391.39. Baratta said that Leete noted that she is still processing income from conference registration, approximately \$3000 worth. In addition, Baratta said that Leete informed her there has been no passthrough to the Foundation.

Management (WRI):

- Hunt said that the second membership renewal notice was sent via mail. Hunt said that the conference brochure was also sent, with the brochure sent along with the renewal. If members had already renewed, they just received the brochure. Membership is at 418, which is a few over the final membership numbers last year.
- Hunt said there are 210 registrations for the spring conference. This number includes 7 students. There are three new online registrations that arrived this morning but Hunt said that he was up-to-date as of last night.
- Runkel is pleased to see the registration numbers and that members are still interested in the virtual meetings. Leete notes that the virtual meetings might help members who are far away from the metro and cannot attend in person.
- Leete notes that 210-220 attendees is a good number for in-person meetings.
- Steenberg asks if there should be another email reminder for registration for the conference. Hunt said that he has not sent a last-minute reminder for registration but he

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could. Runkel notes the registration deadline is the 23rd of April so there is still time for a last-minute reminder.

- Leete said that QuickBooks requires an update every few years but this year QuickBooks is moving from an update-based model to a subscription-based service.

Newsletter:

- Streitz said that Erik Tollusrud is resigning from the Newsletter Committee. Tollefsrud is the only member from consulting and is working to find his replacement.
- The March newsletter was recently sent out. Streitz said that when the very first online newsletter went out they were able to analyze the metrics - how many people opened the email, how many followed through the blog, etc. Streitz said that the first newsletters had 50% opened and 25% followed through to read the blog. Streitz said that the numbers dipped to 30% opened but the most recent newsletter had improved metrics, with 35% opened and 20% read.
- Runkel asked if the numbers were based on solving the spam email issues. Streitz said that the numbers were pretty low on those but new problems crop up all the time regarding the spam filter at both the state email and for private industry email systems.
- Streitz noted that for the last conference he provided a small list to Steenberg for the Newsletter update and suggested doing the same thing for this conference.
- Steenberg asks if there are metrics tracking on the website like on the emails and newsletters and if people checking the website directly instead of following through the email links could account for the decrease in metrics.
- Mohr notes that he did not receive the most recent newsletter. Streitz will look into this.

Foundation:

- Steenberg notes the foundation has not met since the last meeting.

Education Committee:

- Steenberg attended the latest Education Committee meeting. Steenberg said Cathy Udem will provide an update at the spring conference. The committee is working with MNWOO and is excited to be part of field trip planning as well.
- Steenberg said Bryce Hoppe is part of the group of educating teachers about the new science standards. Steenberg said that earth science is being changed from being taught in 6th grade from being taught in 8th grade.
- Steenberg said that the Education Committee was wondering if they could use the MGWA logo on presentations and documents. Steenberg said it was resolved that the Committee should use it whenever and wherever they want for active projects.

Other Business:

Spring Conference Update and Practice Webinar

- Steenberg invited Retzler to confirm that the registration link worked. Steenberg said that if there are emails about not being able to attend the meeting or not having a link to the conference, the link to the meeting can be forwarded via email.
- Runkel is relieved that a good number of members have registered. Three members have submitted recorded presentations, one is on the fence if they will give a recorded session or a live session, and the remaining six speakers are going to give their presentations live.
- Runkel said that someone suggested that live presentations are fine as long as there's a backup plan if someone gets disconnected. Runkel notes that he does not have a backup

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plan and is open to ideas if anyone has any suggestions. Runkel says that this is guarding against the extreme as things generally go smoothly with online meetings.

- Runkel says that he will mention at the beginning of the meeting that the preferred method of taking questions will be the Q&A. Runkel said that Baratta is willing to handle Q&A. Runkel asked Ginsbach if he could monitor the chat - Ginsbach agreed and will look for questions in the chat during the conference.
- Steenberg said that the Q&A works well as attendees can enter questions during the meeting. Steenberg also notes that any panelists will not be able to use the Q&A function so other speakers will not be able to ask questions this way.
- Mohr will monitor for raised hands in the chat and allow attendees to ask questions this way. Steenberg asked Ginsbach if it was only one person who had a raised hand during the last question and Ginsbach confirmed this was the case.
- Runkel played a pre-recorded video talk to test for the conference.
- Ginsbach shared a PowerPoint presentation to test for the conference.
- Hunt said that he has everything from Runkel to get ready for the conference.
- Runkel asks what happens if a conference attendee isn't able to attend. Mohr and Leete said that they would prefer to keep to the proposed times in the schedule.
- Steenberg noted the mentor lunch will move forward. Mohr and Ginsbach are able to attend the mentor lunch. Steenberg said that she forwarded on the mentor lunch to various professors and indicated that the students can attend the mentor lunch for free..

Other Business:

- None.

Meeting Adjourned: 12:45 PM.

Action Items:

- Hunt will send out the second conference notice and the conference invites to the registrants so far. Hunt will also set up the SurveyMonkey for the conference evaluation list and get the documents ready for final shape.

Next Meeting:

- The 2021 Spring Conference will take place on Tuesday, April 27th.
- The next meeting will take place May 18th at 11:30 am on Zoom.