

# MGWA MINUTES

Minnesota Ground Water Association  
Board Meeting Minutes  
Regular monthly meeting

**Meeting Date: Tuesday, July 18, 2023**

**Location:**

- Meeting was called to order at 11:37 AM. The meeting was held as an online Teams meeting.

**Attendance:**

- Jere Mohr, Past President; Rebecca Higgins, President-Elect; Michael Ginsbach, Secretary; Sherri Kroening, Newsletter

**Agenda:**

- No changes to agenda.
- Higgins noted that there was one bullet in the membership drive section of the June minutes that was missing a portion. This has been updated in the minutes.
- Mohr moves to approve the agenda and the amended minutes. Higgins seconds, all in favor. Agenda and minutes approved.

**Membership drive ideas:**

- Higgins noted that the agenda for today's meeting included the preliminary list of presentations that Burman has for the fall conference. Higgins ran through the preliminary list of topics.
- Higgins suggested that there could potentially be additional Department of Defense speakers on the Safe Drinking Water Act case study talk related to TCAAP.
- Higgins asked for clarity on the term EOR as stated in the Future drinking water technical and policy issues talk. Mohr and Kroening noted that this is the name of the company that the proposed speaker is employed by.
- Higgins noted that the unregulated contaminants into the Safe Drinking Water Act program was a complex and interesting topic. Kroening agreed with this and said that previous talks had been related to updates to the federal Maximum Concentration Levels and that this topic is complex. Higgins agreed and suggested that there be a large amount of time devoted to this topic with an opportunity for open discussion and question and answer sessions. She also noted that she would like to see additional input from "end users" of the SWDA and invite consultants to talk throughout the day.

## MGWA MINUTES

- Higgins asked where the conference is going to be held - Mohr informed her that it will be at the Heritage Center, which is where the previous in-person meeting was held.
- Higgins asked if there was any feedback about the in-person location. Mohr said he could not remember but will look back at the feedback to review the comments. Mohr noted that there was an ask to have exhibitors present at the conference. He said that exhibitors were not included last year due to logistical issues but it could be potentially discussed this year.
- Higgins agreed with Mohr's recollection and also brought up the fact that there had been student/academic presenters at previous conferences. She suggested that there might be an option in the future to alternate between student/academic presenters and exhibitors/consultants at each conference.
- Higgins also said that there would be the option to use open space at the conference venue to have banners or other sorts of posters for exhibitors/consultants if they did not want to have a manned booth. She suggested that in the alternate years where there were student/academic presenters this space could be used for poster presentations. Kroening noted that this is a new opportunity that had not happened in the past. She also suggested that there could be a question on the survey to see what sort of vendors that conference attendees might be interested in presenting at future conferences.
- Higgins likened this idea to how hockey arenas have advertisements on the walls of the rink - it could be a standard space to advertise to drive interest. Kroening agreed and noted that there could be an option for the exhibitors to have manned space at the conference as well.
- John stated that he thought previous advertisements had been used to fund scholarships and said that the Foundation discussed this at a recent meeting. Higgins suggested that the Board ask the Foundation about their preference for vendors. Higgins also suggested that if the exhibitors were to be present that the displays be limited to just a standing banner and not offer table space. Mohr and Kroening agreed.
- Higgins said that the Board could potentially offer a background banner to encourage people to take pictures showcasing attendance at MGWA. SHE notes that she has been working on this same idea for ITRC and would like to see this implemented if there's room in the budget. Mohr agrees. Higgins suggested using a scenic backdrop photo of Minnesota instead of a standard blue banner to encourage attendees to take pictures. Kroening agreed and discussed another conference that offered a similar fun background picture.
- Kroening said that attendees could submit their photos to the Newsletter where the photos could be showcased. Higgins agreed and suggested that the backdrop photo could be a contest among MGWA members to encourage participation in photo submittals and voting.

### Membership drive ideas:

- Higgins recapped the membership drive ideas from the June meeting minutes. She reiterated the "where are they now" option featuring recently retired members would be an interesting path forward on this and noted it would be a newsletter item for followup.
- Higgins suggested that we could provide a list of reasons to join MGWA to include on the website and other social media. Mohr said that it would be good to have small printed options as well to have them available to have people to look at. Higgins suggested we

## MGWA MINUTES

could survey members during the fall meeting and suggested that there could be a sticker wall for folks to share their reasons for sharing. She notes that this takes advantage of the in-person aspect of the fall meeting and encourages people to participate since it is a more physical process. Higgins suggested that if there would be a dauber instead of stickers the colors could be used to qualitatively share the years the member has been a member of MGWA, which could provide additional information about the importance of topics for each membership group.

- Higgins said that she really enjoyed the pint glasses that MGWA provided last year. Mohr asked if there would be a social event after the conference this year. He notes that last year was in celebration of 40 years of MGWA but there could be another option this year. Higgins suggested that there could be a happy hour afterwards even if it was held at another offsite venue.
- Higgins asked if there were any additional ideas for encouraging membership and reminded the Board to continue thinking about new options. Kroening said that it would be good for MPCA members to inform their coworkers that membership in MGWA is paid for by MPCA.
- Higgins suggested creating a downloadable slide deck or video to espouse the benefits of MGWA membership. Kroening notes that her group is supportive of membership. Higgins agreed and said that state government can be a whole different world than private industry when it comes to membership enrollment. Mohr and Kroening agreed. Higgins said that this could be beneficial to appeal to a new demographic to ensure the membership continues to increase.
- Higgins brought back the idea that there could be a family-centric event and should be discussed with the larger group in the future.
- Higgins discussed the email from Burman related to the MGWA participation in the U of MN ESCI Department Career fair. Higgins, Mohr, Ginsbach, and Kroening were all in favor of attending this event.

### **Reports:**

#### **Treasurer:**

- The treasurer was not in attendance for the meeting.

#### **Management (WRI):**

- No members of the management team were present for the meeting.

#### **Newsletter:**

- Kroening noted that the newsletter team met today and the team is working on getting the posts ready for the September news release.

#### **White Paper Committee:**

- Higgins noted that she is no longer on the White Paper Committee but Ginsbach can provide an update as he is on the current White Paper Committee.
- Ginsbach said that a lot of the members of the Data White Paper are involved in field work and it has been difficult to schedule a meeting during the summer months. He noted that the team leads are working on convening a meeting soon.

#### **Education Committee:**

## **MGWA MINUTES**

- Mohr said that the Education Committee will not meet again until September. He notes that there are a number of topics on the docket for the September committee. One of these is a response on the MNWOO sampling events. Mohr said that there is an effort to support the E-STEM workshops and there are a number of well testing events planned for this summer and fall.

### **Foundation:**

- Mohr said that the Foundation has not met since the last board meeting. He will follow up with the Foundation regarding their potential support of vendors at the fall conference.

### **July in-person meeting options**

- Higgins said that the best time for an in-person meeting to discuss ways to boost membership was the evening of Monday, July 24th per the survey. Higgins suggested options and locations for the in-person event and tentatively suggested the Surly brewery as a location.
- Mohr will follow up with the larger group with the potential location of Surly Brewing at 5 PM on Monday, July 24th.

### **Meeting Adjourned: 12:29 am.**

### **Action Items:**

- In-person meeting is next week.

### **Next Meeting:**

- An informal in-person meeting will tentatively be held at Surly Brewing at 5 PM on Monday, July 24th.
- The next formal Board meeting will be held on Tuesday, August 15th as an online Teams meeting.