



SEEP Board Meeting Minutes
April 16, 2008
Panhandle Area Council

Attendees:

Board Member- Greg Limandri
Treasurer/Board Member- Nelle Coler
Board Member-Brent Leonard
Board Member-John Saffeels

Committee Member- Wade Holecek
Committee Member- Tricia Lotton
Committee Member- Carrie Holtan
Committee Member- Brian Crumb

Minutes recorded by Carrie Holtan. ***Please note:** Anything in **blue** text is a task that needs to be completed.

Business:

Meeting was called to order by acting Chairperson John Saffeels at 10:20 a.m., as Chairman Freeman was not present.

The group tabled the vote to accept the March 19, 2008 meeting minutes for lack of a quorum of Board members.

Nelle Coler's Treasurer's Report was actually given in the Marketing Committee report, but is iterated here to comport with the Agenda order. The classes are breaking even, bringing in and costing somewhere around \$1500 per class. There is approximately \$27,000.00 in the SEEP account.

Old Business:

- **Trailer signage** - John Saffeels discussed current trailer signage status. The signs are to be taken to Bartman Signs on Government way. The signs will have a border such that no information on the face of the sign is lost, particularly the SEEP phone contact information. The signs will be completed as soon as possible and will measure 18 feet x 24 feet. The group briefly contemplated a larger sign, associated increase in cost, and the need for Board review and approval of such an increase in size and possible expense. **This idea will be further reviewed through e-mail.**
- **"Dimensions" article** – Kate sent the article out for review, and it was well-received by the group in attendance. Kate is doing an excellent job and her effort and hard work are greatly appreciated. **Kate would like input from the Board and Committee members on possible future article ideas. Brian Crumb requested a list of BMPs that have already been done.**
- **Realtor CEU's** – John Saffeels submitted a packet of information from the Coeur d'Alene Association of Realtors. **Further discussion was tabled until the**

next meeting given sparse attendance. Carrie Holtan will include a copy of the packet in the scanned PDF file to be e-mailed with the Minutes to Board and Committee members.

- **Registration Update** –
 - There are 14 full registrations (paid in full) for the April 24th/25th **Kootenai class**.
 - So far, there were no registrants for the one-day pilot promotional field class. [Nelle Coler and the Marketing Subcommittee plan to send out a direct mailer with the contractor special and information about the specifics on the April 24th and 25th/29th option/pilot class in Kootenai.](#)
- **Website Update** – Nelle Coler met with Kathy Dingman earlier in the day. Ms. Dingman’s web page updating via e-mail is timely and effective, and her prompt attention to update requests is greatly appreciated. The web site address on the site itself has been corrected.
- **April 8th/9th Boundary Class Review** – Greg Limandri reported that the field site for the Boundary Class was actually in decent shape, with clear ground and some sunshine, and the class went well although the commute up was difficult due to the inclement weather. The class stayed in one group through the field portion. Nelle Coler reported that all students who took the classroom portion (14) also took the examination and everyone passed. Nelle Coler reported that the written evaluation comments were minimal, and a short discussion ensued about soliciting better written response from participants. The group agreed that it is very important to ensure evaluations are completed at the end of the first day, to encourage better written response. [John Saffeels suggested random calls to participants to solicit verbal feedback/interaction, since some participants simply may not feel like writing comments.](#) One of the evaluations had low rating scores, but its unclear whether the participant truly was dissatisfied with the class, or simply reversed the rating scale (i.e., mistaking “1” and “2” for high end marks), especially since Greg Limandri did not notice any particularly stand-offish participants.
- **Training Manuals** – Dennis Wilson had been promoted and would not have an active role in SEEP at this time due to his new time commitments. [A new contact for this item needs to be identified within the group.](#)
- **Future Classes** – [This item was tabled for discussion at the next meeting.](#)

Committee reports and assignments:

- **Training Cadre** – [Item tabled for discussion at the next meeting.](#)
- **Marketing** – Nelle Coler provided a report on the Marketing Committee, which had met from 9-10:00 a.m. just before the general SEEP membership meeting. Kathy Dingman will be assisting on this Committee in lieu of Kim Golden, given his recent increased job time commitments. The first Marketing Committee meeting produced a brainstorm list for new marketing ideas, including: (1) [identifying past contractors who had taken the certification class and requesting them to place a link to SEEP on their web pages;](#) (2) [a link on the NIBCA web page;](#) and (3) [the need to get the word about SEEP out generally to other commercially-oriented companies \(who appear to be more financially capable of employee training expenses](#)

presently) such as CNI, Gino, ACI, Knife River, Polin & Young. An article Nelle Coler read in the *Coeur d'Alene Press* (included in scanned PDF file for Board and Committee member review) inspired her to contact the City of Coeur d'Alene and Post Falls for the opportunity to make a presentation before each municipality's City Council. The City of Coeur d'Alene was receptive, while Post Falls was not at this time. [Jamie Davis' power point presentation could be used as a template for developing this presentation.](#) Nelle Coler is also interested in [contacting utility companies](#) as a target marketing group for SEEP classes and products, and the group agreed that such companies would likely be very receptive to such contact. Nelle Coler also mentioned that perhaps [SEEP could submit articles into utility company newsletters.](#) Nelle Coler then discussed that since the allocation in the budget for the advance class consultant had been "freed up," that money could be redirected to funding the "push marketing" commercial discussed at the last meeting. She would, of course, also immediately apply for a grant from Mountaineer's Foundation. [She proposed that she go ahead and solicit three bids from potential companies for review by the full Board and Committee, with the goal of starting production sometime this summer.](#) Since many steps need to be taken before any production is begun (requisite Board voting, proposal review, cost analysis, etc.), it made sense to at least solicit bids to start the process moving. John Saffeels proposed [sending a SEEP informational/educational post card to all applicants/recipients of building permits from counties and cities.](#) Greg Limandri expressed that such a card may be only of limited use, since many project permitting details, such as erosion and sedimentation controls, would already be finalized through the permitting process on the county level, at least. [Further discussion of this idea at the next meeting is warranted.](#) Nelle Coler then presented and discussed the one-day field class checklist she had developed (copy available for review in scanned PDF file). She envisions the check-list printed on card-stock, and possibly having the Code of Conduct and/or SEEP contact information on the reverse side of the check-list. A brief discussion of the pros and cons of having the Code of Conduct printed on the back ensued, [with the group agreeing that further discussion at the next meeting is necessary.](#) John Saffeels also suggested printing up a "sticker" that class participants could stick on their vehicle, hard-hat, etc., as an additional way of getting the "SEEP" name out.

- **Advanced Class** – The Advanced Class came up peripherally in the Marketing Committee Report, but [further discussion was tabled until the next meeting.](#)
- **Regulatory** – [This matter was also tabled for discussion since Glen Rothrock was not present.](#)
- **ESC Technology** – Greg Limandri discussed a new product he received a promotional kit about known as "woodstraw." The product is tough, stayed stable and anchored even in wetland conditions, is cost effective, can be applied through straw mulch, by hand or air, and has a blow radius of about 50 feet, amongst other advantageous characteristics, and indicated he would bring the promotional kit with him to the next meeting.
- **Resource Manual** – Discussion tabled, since Dennis was promoted and a new contact needs to be identified.
- **Signs and Decals** – Discussion was covered previously in the meeting.

- **Statewide Expansion** – Discussion tabled since Chairman Freeman was not in attendance.
- **Company Training** – Discussed in course of Marketing Committee Report.

New Business:

- **Meeting with Local City/County Government** – Nelle had addressed this item partially within the Marketing Committee report, but elaborated by developing a list of other communities to target for the first time or once again, including:
 - Spirit Lake;
 - Hauser;
 - Rathdrum;
 - Priest River;
 - Hayden;
 - Hayden Lake;
 - Kellogg;
 - Wallace;
 - Pinehurst;
 - Smeltonville;
 - Kootenai County;
 - Sandpoint;
 - Bonners Ferry;
 - St. Maries.

Other Business:

- **Upcoming dates** The Kootenai County Class is scheduled for **April 24-25**. The Pilot promotional field class is scheduled for **April 29th** in Kootenai County. Nelle Coler reviewed briefly status on preparations for the April 24-25 and pilot April 29th class. Rebecca Stevens will be assisting with teaching, and requested through Carrie Holtan that Board or Committee members contact her if she can assist further on site preparation or food/class materials preparation. [Further discussion of upcoming dates tabled until next meeting.](#)
- **Training Manuals** - Discussion tabled until next meeting.
- Rebecca Stevens forwarded the group, “FYI,” a notice about an ITD Surplus Equipment Auction on April 23, 2008 (brochure in scanned PDF file).

Next meeting date was set for May 21, 2008 10:00-12:00 at PAC.

With no further business, Nelle moved to adjourn meeting at 11:23 a.m., no second necessary, **motion carried.**

If any committee members recorded more detailed information that was not captured in these informal minutes, please contact Carrie Holtan, choltan@cdatribe-nsn.gov.