



SEEP Minutes  
December 19, 2007  
Panhandle Area Council

**Attendees:** Annette Duerock, Tricia Lotton, John Saffeels, Tom Freeman, Glen Rothrock, Jamie Davis, Kenny Hicks, Nelle Coler, Greg Limandri, Brian Crumb, Sue Welch, and Dennis Wilson.

Minutes/notes taken by Jamie Davis.

**Business:** Meeting was called to order by Chairman Tom Freeman at 10:10 a.m.

- **Minutes:** Nelle moved to accept the minutes as they were emailed out. Kenny seconded the motion; **motion carried.**
- **Treasurer's report:** Nelle gave the Treasurer's report and notified the group that there is \$20,000 in the bank. She also stated that as of 12/19 PAC has only received 4 registrations for classes – 2 from Bonner County, and 2 from Kootenai County.

Discussion followed concerning class advertisement, cancellation, and consolidation. Chairman Freeman suggested we focus on the more populated areas for advertisement, such as Kootenai County. Maybe we've reached the majority of interested contractors in the less populated areas of the panhandle. Kenny agreed, stating that Kootenai County would also be more central if the classes end up combined in one location. Annette reiterated where the current contractor list originated from that we've been using for mailings (registered contractors, septic installers, and phone book listings), and stated that we have sent out 1,000 brochures for this round of classes.

Chairman Freeman asked what schedule the group needs to follow in the event that we need to cancel a class. The brochure says 1 week for students to cancel. Tom suggested that 6 days would allow PAC to have a final list of registered students (after the 1 week cancellation deadline) and still give Nelle enough time to notify remaining registrants of cancellation. Kenny moved that we specify 6 days in the SOP as our cancellation deadline for classes that do not have the required minimum students signed up. John seconded the motion; **motion carried.**

The group discussed how to handle the upcoming class in Bonner County, with only 2 sign-ups. Kenny suggested scheduling one centralized class for early 2008. Annette feels we need to stick with an existing scheduled date. Kenny suggested that the February 5<sup>th</sup> class scheduled for Kootenai County would give us time to pull more people in (we need 15 students to make it worth the effort).

Annette asked how late the majority of last classes registrants were. Nelle will look up the information and email it to the group.

**Updates:**

- 1) The train-the-trainer class was cancelled due to instructor illness. The group, along with Sue Welch, the instructor, agreed to keep January 8<sup>th</sup> and January 15<sup>th</sup> open for a possible date for rescheduling the class. The outcome of the Bonner County SEEP will determine which date the training is set. In either case, the class will be held at PHD in Hayden beginning at 8 AM sharp.
- 2) Tricia is working diligently at finding an insurance company that will meet the needs of the SEEP Steering committee but are hitting some road blocks. Tricia had 2 sample policies – one from Great American and one from Hartford. They appear to be the same – both exclude professional services from coverage. Specifically, the specimen policies state that the policy covers no claim “arising from performance of any professional services.” Hartford’s example lists some professions, including teachers. Glen suggested that we secure a policy that specifically states that *this* course is covered, inclusive of all instructors. Brian went on further to say that we need the actual policy to state that – not just an email from the agent. Glen suggested that the board have a short meeting on January 2<sup>nd</sup> to discuss the January 8<sup>th</sup> class, finalize the teaching team if the class will occur, and insurance.
- 3) Brochures: Nelle reported that 1,000 of the 2,000 brochures were mailed out using her master contractor, developer, design professional, etc. list.
- 4) Class promotion: Nelle developed an 8 ½ x 11” insert on SEEP for the previous NIBCA Dimensions newsletter. John stated that the deadline for the next is next week. Nelle thought that Dennis’s previous news release would work well. She was going to modify it and email it to Chris for the newsletter. Annette also suggested that we can re-use some of the “BMPs of the month” from last year for future newsletters.

There was further discussion on the lack of sign-ups currently. Nelle suggested that the holidays and vacations may have something to do with it. Chairman Freeman also pointed out that there are a number of conferences this time of year, and we may be competing with those. Dennis suggested trying a call list to remind folks about the classes. The group agreed that it would be worth a trial for the Bonner County class. Nelle will get Dennis a list, and he will make the calls. **NIBCA general membership meeting** will be on February 20, 2008, at the Coeur d’Alene Inn on Appleway from 5:00-7:30 PM. John asked for a volunteer to make a 10-15 minute presentation on SEEP and would also ask that we have a tabletop presentation. The group felt that the presenter should be some one in the field (not an agency representative). Kenny agreed to give the presentation, and Nelle agreed to help with a tabletop display. Glen said he would be available to attend and help out.
- 5) Realtor CEUs: Annette researched the process to get SEEP approved for CEUs and has an application. Basically, she will need to submit the exam and key, course materials, registration information, and a copy of the completion certificate. Since these are the same materials as the insurance companies are requesting, Tricia agreed to take the application from Annette and compile the information. Nelle also suggested that we get a class announcement into the realtors’ newsletter.
- 6) Registration Update – see treasurer’s report.

- 7) Resource Manual: Dennis passed around a draft resource manual for the group to make edits. The manual contains board member and committee contact information and other resources for instructors to plan a class.
- 8) Exam Review: Colby still has the exam with the last round of edits from the exam subcommittee. Chairman Freeman will be talking to him and will get an update at that time.
- 9) Website update: Nelle stated that Kathy Dingman has been wonderful, and everything is updated.
- 10) Trailer Sign: Annette has gotten permission to mount sign bracket on the trailer. Brian mentioned that the highway department may have some old aluminum sign blanks the committee could use. John will look into materials for the bracket and the signs and email some prices to the board. Nelle reminded the group that we have no money coming in and need to be frugal.
- 11) SEEP shirts: Kenny reported that SEEP shirts were ordered and in progress. He has ordered 2 mediums, 2 larges, 2 XLs and was thinking of ordering a couple of smalls. He will contribute the shirts to the committee for trainer use.
- 12) Contech reschedule: Annette will contact Contech after we've finalized our training date to see about rescheduling.
- 13) Lead trainer report: Colby has been in Oregon working. There was some concern among the board regarding his role on the board and in teaching classes. Colby was scheduled as lead instructor for the Bonner County class, but it doesn't look like he will be around for it. Chairman Freeman will call Colby and find out if he can continue to be an instructor, in general, if he plans to continue as a board member, and, if not, Chairman Freeman will request a written resignation from Colby. Annette mentioned that selection of a replacement for Colby would go to nomination. The committee would nominate another board member and the board would decide on the officers. Kenny expressed that would now be willing to chair. He had previously been uninterested in chairing due to time constraints but now feels like he could do it.  
 Discussion followed regarding replacement instructors for the Bonner County class. As a back-up plan, John moved to appoint Glen as the lead instructor with Jamie assisting and Chairman Freeman available for support. Kenny seconded the motion; **motion carried**. Glen added that he would like to appoint Kate Wilson to take care of refreshments. Jamie said she would work with Kate to make sure this is taken care of.
- 14) PowerPoint review committee: The Powerpoint presentation was reviewed by the folks who showed up for the cancelled train-the-trainer class. Annette made edits, changed the background, added some pictures, and Glen will be editing the regulatory section.
- 15) Marketing: Nelle put together a 3-5 minute Powerpoint PSA about the SEEP training (which includes no class advertising), but she doesn't know how to make it run automatically as a slide show. She also contacted some folks for TV advertising – Comcast and Sprout Media Works. Comcast can use demographics to help pick channels, based on our market of interest. For the Coeur d'Alene/Silver Valley area, Comcast quoted \$600-\$650 to develop a commercial and \$378 for 43 30-second commercials in a week, and as a nonprofit, we can get 43 more (total of 86 in a week). Sprout quoted Nelle closer to \$1,100 for development, and Comcast would still be the delivery mechanism. Although more expensive, the Sprout representative felt that they could develop a better product. The resulting ballpark figure for TV advertisement is around \$1,500 for a week, which is similar to the cost of developing and distributing the SEEP

- brochure. The timeframe for TV advertising would probably work for the next round of classes. Chairman Freeman asked Nelle to invite Comcast to the next regular meeting and “bring their dog and pony show.” Some other marketing opportunities include the Home and Garden Show (they would like some helpful hints, tips, etc.) and New Leaf Quarterly (a “green” publication Nelle received recently). Nelle will contact New Leaf Quarterly and ask about ads.
- 16) Regulation Watch: Annette pointed out that we need to revise the section of the manual on how to develop a SWPPP. Nelle highlighted the cost of doing so for all of the existing 100 manuals. Glen agreed to review the latest EPA guidance and see what has changed. He will print updated sections for the Bonner class accordingly. Annette moved that we change out this new material manual by manual, as we get students. Kenny seconded the motion; **motion carried.**
- 17) Advanced Class: Nelle reported that the EPA grant proposal for funding of the Advanced Class was derailed because our course didn’t fit their objectives (we would need to reach a youth market). She tried incorporating the Idaho State Forestry Contest to meet this objective. While this did not work out, Nelle mentioned that the Contest may later contact the SEEP committee for some future involvement.
- 18) Company Training: John pointed out that the February 20<sup>th</sup> NIBCA meeting is a good marketing opportunity. Nelle will be sure to have packets for companies as part of the tabletop display.

#### **New Business:**

- 1) Advanced RFP: The Advanced Class will cover the CGP requirements and development of a SWPPP. The class will be 8 hours. Annette has distributed a Draft RFP for development of the Advanced Class. The dates need to be changed to 2008 from 2007. Any other edits from the committee should be submitted to Annette by February 1<sup>st</sup>, 2008. The final will be presented at the next regular meeting. Chairman Freeman suggested we aim for final class material to be developed by the end of summer 2008. There was some discussion on the difficulty in using eNOI. Annette will contact Misha Vakoc, Region 10 EPA, for assistance. Annette also announced a class that EPA is delivering on permit requirements and SWPPPs. There is one in Lewiston February 7<sup>th</sup>, 2008, and 3 others in southern Idaho.
- 2) Spill Response kit: Chairman Freeman will ask Colby what we need when he calls him regarding other items.
- 3) SOP amendments: see discussion under Treasurer’s Report.

#### **Next meetings:**

- Special board meeting set for **January 2<sup>nd</sup>** at Panhandle Area Council (PAC) 10 AM (decisions on Bonner County class and insurance).
- Next regular meeting is set for **February 13<sup>th</sup>** at Panhandle Area Council (PAC) 10AM - 12

#### **Other business and tasks to be completed by next SEEP meeting – see underlined text throughout minutes.**

With no further business, Kenny moved to adjourn meeting at 12:40 pm John seconded the motion, **motion carried.**

### **Motions re-capped**

- Nelle moved to accept the minutes as they were emailed out. Kenny seconded the motion; **motion carried.**
- Kenny moved that we specify 6 days in the SOP as our cancellation deadline for classes that do not have the required minimum students signed up. John seconded the motion; **motion carried.**
- As a back-up plan for the Bonner Co. class, John moved to appoint Glen as the lead instructor with Jamie assisting and Chairman Freeman available for support. Kenny seconded the motion; **motion carried.**
- Annette moved that we change out new SWPPP material manual by manual, as we get students. Kenny seconded the motion; **motion carried.**
- Kenny moved to adjourn meeting at 12:40 pm John seconded the motion, **motion carried.**

If any committee members recorded more detailed information that was not captured in these informal minutes, please contact Jamie Davis, [jldavis@agri.idaho.gov](mailto:jldavis@agri.idaho.gov)