

ASCE WI Section Board Meeting Minutes - January 2024

ASCE Wisconsin Section Board of Directors Meeting Agenda

This Meeting	Location	Start Time	Est. End Time
January 17, 2024	Virtual	3:00	5:00
Next Meeting	Location	Start Time	Est. End Time
March 8, 2024 (Spring Technical Conference)	Brown County STEM Innovation Center	8:00	5:00

Dial-In Meeting Information			
https://us02web.zoom.us/j/87620844057?pwd=V01VdUlVQ3lyL3M0TnlSNE9WZ2Q2QT09 Meeting ID: 876 2084 4057 Passcode: ASCE1234			
Officers			
x	Matt Dahlem (President)	x	Seth Johnson (Secretary)
x	Brad Severson (President-Elect)	x	Martin Hanson (Treasurer)
x	Danny Xiao (Past President)		
Directors at Large			
x	Tony Castle	x	Joe Zellmer
x	Jennifer Hurlebaus	x	Travis Pickering
Branch Directors			
	Kris Roppe (NW)	x	Dan Witter (FRV)
	Ann Thielman (SW)	x	Josh Mitchell (SE)
Standing Committee Chairs			
	Darrell Berry (Awards)		Carl Sutter (Budget and Finance)
	(Diversity)		(History and Heritage)
x	Danny Xiao (Panel of Directors-at-Large)	x	Danny Xiao (Membership)
x	Brad Severson (Newsletter)	x	Danny Xiao (Nominations)
x	Brad Severson (Yearbook)		Gregory Schroeder (Public Affairs)
Technical Committee/Institute Chapter Chairs			
	Brian Udovich (Construction Institute Chapter)		Laura Gerold/Mark Augustine (Environmental and Water Resources Institute Chapter)
	Emil Bautista (Geo-Institute Chapter)		Harry Farchmin (Management Committee)
	Robert Schumacher (Structures Committee)		Jaime Hernandez (Transportation and Development Institute Chapter)
Conference Committee Chairs			
	2024 Spring Technical Conference (Fox River Valley Branch)		2024 Annual Meeting (Southeast Branch)
	2025 Spring Technical Conference (Southwest)		2025 Annual Meeting (Northwest Branch)
Others			
	Jesse Jefferson (Region 3 Governor)		Ken Mika (Region 3 Director)

	Kevin Frost (Engineers Without Borders)		Ken Mika / Jennifer Schaff (Report Card Committee Co-Chairs)
x	Laura Kritikos (CORE AMC)		Ken Mika (2023 Centennial Year Planning Committee)
x	Jake Brunoehler		

1. Welcome (Matt Dahlem)

Matt called the meeting to order at 3:06pm CT.

2. Consent Agenda (Matt Dahlem)

- a. November Meeting Minutes (Brad Severson) - **Attachment 2a**
- b. Treasurer's Report (Martin Hanson)
 - i. ASCE WI Financial Statement - **Attachment 2bii**

Matt moved to approve the consent agenda, with the removal of Treasurer Notes as suggested by Martin Hanson. Danny seconded the motion. All in favor, none opposed; motion carried.

3. Old Business

- a. Association Management Company Transition (Matt Dahlem)
CORE is still in the midst of onboarding. There are several Zoom accounts; all will be removed and/or deactivated. Board meetings will be conducted via Google Meet moving forward.
- b. ASCE Operating Checking Account (Martin Hanson)
Account at BMO Harris closed and all funds have been moved to US Bank. Seth Johnson has been added as additional signer at US Bank.
- c. Society Annual Report (Matt Dahlem)
 - i. Submitted 11/2 by Jill Miller

Item will remove from agenda moving forward. Matt will discuss future Annual Report process with CORE.

- d. Job posting on ASCE WI Website and Newsletter (Danny Xiao)
Item discussed after New Business 4a.

Danny proposed a Job Board as a revenue-generating service for members of the Section, referencing ASCE Texas as an example. Danny proposed a pricing model for 30-60-90-day job posting plans. Concerns were voiced about administrative time to coordinate effort. Martin moved to table this discussion and decision until June, which was seconded by Joe. All in favor, none opposed; motion carried.

- e. Student Chapter Attendance at BOD meetings and Section Participation Expectations (Jennifer Schaff/Matt Dahlem/Jennifer Hurlebaus)

Matt would like to extend invitations to ASCE WI BOD Meetings to each Student Chapter President, as a way to engage with Student Chapters and solicit feedback. Jen suggested

identifying a generic email address for each Student Chapter instead of a personal email for each President, which likely transitions every year.

Item will continue on the agenda for future discussion.

4. New Business

a. Section Newsletter (Matt Dahlem)

- i. Agree to how we want to move forward with type of newsletter for 2024 and beyond

Traditionally Section newsletter is sent quarterly and requires a lot of administrative coordination by Impact/CORE. Matt questions if a newsletter is necessary (based on low open/read rates) and proposed a quarterly newsletter for larger reports but increased social media engagement in the interim.

A hybrid approach was discussed with the option to primarily use LinkedIn for quick information sharing and to redirect to the Section web site. Branches will still use their own LinkedIn and the Section will continue to utilize Constant Contact for email blasts for meetings, events, and reports.

Laura brought up the ASCE National platform, Thrive, as another avenue to share event information. Several board members shared challenges with the Thrive roll-out and agreed it was not a good option.

Moving forward, LinkedIn will be content driver. CORE will remove Facebook, Twitter, and YouTube from Section web site and ensure that web site links directly to ASCE WI Section LinkedIn. The "Newsletter" button on Section web site menu will remain for one-year.

Matt moved to approve the transition to LinkedIn as primary communication and content-driver along with email blasts (on a TBD schedule). Danny seconded the motion. All in favor, none opposed; motion carried.

b. Google for Non-Profits Transition (Core)

Laura shared that ASCE WI qualifies for Google for Nonprofits which provides access to Google's full suite of products with organization's own domain (additional \$12/year). The benefit of this transition would bring all ASCE WI under one umbrella; currently documents are in both Dropbox and Google Drive, which makes administrative coordination challenging.

Matt moved to approve transition to Google for Nonprofits and Martin will cancel Microsoft 365 within 3 months. Joe seconded the motion. Motion approved. All in favor, none opposed; motion carried.

WI Section currently pays for Zoom monthly, which could be cancelled with the move to Google Meet. Matt motion to cancel Zoom account and move to Google Meet. Danny seconded. All in favor; none opposed.

Each officer will maintain their own personal email accounts. CORE will initiate Google for Nonprofits transition and will create two email accounts: contact@ascewi.org and treasurer@ascewi.org. CORE will setup auto-forwarding from "old" wi.sec.asce@gmail.com account to new email address.

- c. Annual Payments to Student Chapters Checks Not Cashied (Martin Hanson)
Martin shared that several Student Chapters have not cashed the checks sent to them by the Section. Checks are sent back to the bank after 90 days. Martin suggested to deposit those unused funds back to the Section. Martin moved to accept the checks that have been returned back to the Section. Jen seconded the motion. All in favor; non opposed. Motion carried unanimously.
- d. Consider proposal from Platform Communications for Infrastructure (Martin Hanson) – Attachment
Martin received proposal from Platform Communications for public relations for the 2024 Infrastructure Report Card. Platform Communications was contracted for the 2023 Report Card. Contract would be approximately 7 months, starting in May/June, for \$1,500 per month.

Brad voiced concerns about the significant cost, approximately half of the Section’s current funds. Brad requested that the Report Card committee come to the Board with a proposed budget, referencing Platform’s possible assistance with fundraising efforts. Matt asked Brad to reach out to committee, requesting a budget.

Jen shared that additional exposure for the 2023 Report Card was needed, which was why Platform was hired in the first place. Jen questioned if full-effort was needed from Platform for 2024 Report Card and if 7 months was still appropriate?

Martin also serves on the Report Card Committee and will obtain a budget from the committee and an updated scope of work from Platform in time for next BOD Meeting in March. Martin asked that the BOD consider a special meeting if needed by the Report Card committee.

Brad moved to table approval of the contract with Platform Communications, first requesting the Report Card committee present a budget to the Board at the March BOD meeting, as well as an updated contract from Platform Communications reviewed by the Society’s Legal Counsel. Matt seconded the motion. All in favor; none opposed. Motion passed.

- 5. Reports (provided as information only)
 - a. Branch Reports
 - i. Fox River Valley (Dan Witter)
Next Monday, Fox River Valley is having a joint event with UW-GB and NWTC at NWTC.
 - ii. Northwest (Kris Roppe)
 - iii. Southeast (Josh Mitchell)
 - iv. Southwest (Matt Buckli)
 - b. Conference Committees
 - i. 2024 Spring Technical Conference - March 8, 2024 (Fox Valley)
 - ii. 2024 Annual Meeting (Southeast Branch)
 - iii. 2025 Spring Technical Conference (Southwest Branch)
 - c. Standing Committees
 - i. Awards (Darrell Berry) - **Attachment 5cii**
 - ii. Budget and Finance (Carl Sutter) - **Attachment 5ci**
 - iii. Wisconsin Infrastructure Advocacy Update (Jennifer Schaff/Ken Mika/Martin Hanson)
 - iv. Membership (Danny Xiao)
 - v. Nominations (Danny Xiao)

- vi. Panel of Directors-at-Large (Danny Xiao)
- vii. Public Affairs (Gregory Schroeder)
- viii. Election (Danny Xiao)
- ix. Yearbook (Brad Severson)

d. Technical Committees/Institute Chapters

- i. Architectural Engineering (AE) Technical Committee (Larry Buechel)
- ii. Construction Institute Chapter (Brian Udovich)
- iii. Environmental & Water Resources Institute Chapter (Laura Gerold/Mark Augustine)
- iv. Geo-Institute Chapter (Emil Bautista)
- v. Management (Harry Farchmin)
- vi. Structures (Robert Schumacher)
- vii. Transportation & Development Institute Chapter (Jaime Hernandez)

e. Administrative Management (Core) - **Attachment 5e**

Laura spoke to continued onboarding with CORE. Priorities include Spring Technical Conference planning and OSCES award promotion with faculty.

6. Schedule Next Meeting/Relevant Dates

There was discussion about changing March Board Meeting date to align with Spring Technical Conference. March Board Meeting date remains as scheduled (third Wednesday of month).

PROPOSED 2023-2024 ASCE Wisconsin Section Board of Directors Meeting Agenda

Date	Meeting	Time	Location
March 8, 2024	Spring Technical Conference - Fox River Valley Branch	8:00 - 5:00	Brown County STEM Innovation Center
March 20, 2024	Board Meeting	3:00 – 5:00	Virtual or Location TBA
May 15, 2024	Board Meeting	3:00 – 5:00	Virtual or Location TBA
July 17, 2024	Board Meeting	3:00 – 5:00	Virtual or Location TBA
September 18, 2024	Board Meeting	3:00 – 5:00	Virtual or Location TBA
TBA - September 2024	Annual Meeting - Southeast Branch	8:00 - 5:00	TBA - Southeast Branch

7. Adjourn

Jen moved to adjourn meeting. Motion seconded by Danny. All in favor; none opposed. Motion carried; meeting adjourned at 4:59pm.