



**WISCONSIN ASSOCIATION FOR FLOODPLAIN,  
STORMWATER AND COASTAL MANAGEMENT**

**BOARD MEETING  
TUESDAY, MAY 3, 2016  
RUEKERT & MIELKE, PEWAUKEE, WI  
4:30 pm**

**Board members in attendance: Kristen Belan, Cindi DeBruine, Roxanne Gray, Minal Hahm, Laura Kletti, Betsy Powers, Laura Rozulmalski, and Steve Wurster**

**VISIONING MINUTES**

**Initial Questions:**

1. What does WAFSCM mean to you?
2. To be most effective, what role would WAFSCM play in our region / industry?
3. On a scale of 1-10, how impactful is WAFSCM right now?
  - a. Attendee answers ranged between 4 and 8, with an average of 5.6.

**Chair Steve Wurster asked the following questions and the responses were provided on Post-it notes.**

**What are we good at?**

- Our conference's reliability
- Good social hour/fun
- Conference food
- Conference – breakouts, field trips, vendors, know what to expect, good bang for the buck
- Technical content
- Loyal sponsors & vendors
- Awards
- Scholarships – National and state conferences
- Great networking
- Good cross section of our professional group
- Focused on education
- Dedicated members
- Good PPL
- Newsletter
- Floodplain model to use

### **Where do we struggle?**

- Local floodplain manager participation
- Overlap with APWA, NASECA and others
- Growing our conference
- Marketing
- Getting new members involved
- State-wide coverage
- Education and legislation
- Student involvement (college)
- Educating beyond the conference
- Timely updates (website, other)

### **How could we improve? (Each participant was asked to mark their 3 most important items. The number of votes is in parenthesis after each comment.)**

- Legislative and resource pages on website; do smaller/outstate workshops, webinars, etc.; maybe survey our members (4)
- Progression of board members and specified responsibilities (3)
- More regular/repeat interaction with APWA, NASECA, Clean Rivers (3)
- Add a professor or two from engineering or planning (3)
- Engineers Without Borders – promote/do a project (2)
- Be supportive of new initiatives (2)
- Spring social/golf outing (2)
- Recruit passionate future leaders (1)
- Conference lunch – interactive survey (1)
- Social media outreach
- Learn best practices from other chapters
- Blog - dump ideas from membership
- Engagement with college students
- Future conference with Minnesota chapter again
- Better utilize ASFPM