



# Arizona Hydrological Society

Arizona Hydrological Society (AHS)  
Minutes of Special Corporate Board Meeting  
July 8, 2006, 10:00 am  
Arcadis, Phoenix  
Version: Draft v.1

Board Members Present: Peter Kroopnick, Nancy Riccio, Ted Lehman, Michael Geddis, Mike Block, Leeanna Walker, Alan Dulaney

AHS Members present who are not on the Corporate Board: Paul Plato, Christie O'Day.

1. AHS Corporate Board special meeting was called to order by Peter Kroopnick at 10:05 AM. It was noted that a quorum was present.
2. Mike Block moved to approve the February 4, 2006 Corporate Board minutes, seconded by Ted Lehman. Minutes approved unanimously, with the qualification that the notes from the June 6 teleconference concerning the future of the newsletter be attached.
3. Treasurer's Report by Mike Geddis
  - a. Tucson 2004 Annual Symposium numbers were never reconciled. It was agreed generally that the matter is now moot.
  - b. Still no final numbers from Don Bills on 2005 Annual Symposium in Flagstaff, although all agreed it was an excellent event.
  - c. Cash on hand is low.
4. Elections are coming up. Nominations are needed by September 15.
5. Mike Block presented language for a commemorative plaque for Leilani Bew as a Lifetime Service Award (see **Handout 06.2.1**) There was general discussion and agreement that it would be appropriate to give Leilani a lifetime membership. Also, the proposed gift of a day at a spa was discussed, and it was suggested that a cash gift might be better. A budget of \$500 was suggested. Flowers would likely be appreciated as well. Costs of the plaque were noted. Mike Geddis suggested a final budget of \$700 to cover the cash gift, flowers and plaque. Passed by acclamation. Peter Kroopnick

noted that Leilani's resignation e-mail should be included in the minutes (**Handout 06.2.2**).

6. The major topic of the meeting was to discuss how to replace Leilani and what she did for AHS. Peter Kroopnick first identified three major functions:
  - a. Keeper of the membership database and handling of membership matters;
  - b. Newsletter editor and compiler of articles and information;
  - c. Main point of contact for AHS, receiving mail and information requests, etc.
  
7. Peter Kroopnick presented a State of Qualifications from Deborah Muse, along with a scope of services in three tiers or categories (see **Handout 06.2.3**). Peter suggested hiring Deborah Muse on a part-time basis to provide administrative services that Leilani formerly handled for AHS. There was general discussion of the various services offered within each tier. In particular, interest was expressed in the activities under office management, membership, and annual conference in Category A. Nancy Riccio noted that she was only interested in the newsletter, not in any administrative duties. There was some interest in activities in Category B, although Mike Geddis noted that he wants all financial records and checks to go through him, as it has been a two-year process to achieve uniformity in reporting. Costs of these services remain unknown, and will be further investigated.
  
8. Nancy Riccio suggested utilizing [verticalresponse.com](http://verticalresponse.com) as a means of getting out the newsletter in an electronic format. Use of this site bypasses any copyright issues. Because hits are counted, we could get feedback on which articles are actually looked at by the membership. Use of this site to send out the newsletter still provides a choice of whether to read it or not. Costs are much less than mailing costs. Nancy sees advantages to their expertise (anti-spoofing, security, privacy policy, etc), best such site she has run across.
  
9. There was vigorous discussion of a transition between the hard-copy newsletter of the past 13 years and an all-electronic newsletter distributed via e-mail and stored on the AHS Web site. Mike Geddis argued for a transitional one-page hard copy version to get to an electronic version, and opposed a quick transition. Peter wanted to know if [verticalresponse.com](http://verticalresponse.com) could send out paper copies of the newsletter in addition to e-mailed copies. Mike wanted a paper copy sent out through January, suggested just sending the Web page as a pdf. Paul Plato and Nancy Riccio observed that editing a Web page can take up to three days before it would be ready to go out. Mike suggested that no editing be done, that the Web page just be used as is. Nancy stated that she would want to do it right, since the result would be associated with her name. Paul added that the Web page cannot just be printed out, that some editing is always necessary. Main question was to do a transitional hard-copy newsletter, a short paper version, before going to a totally electronic newsletter. Mike wanted a transition of some months. Paul and Nancy recommended a total break. All agree that an electronic format is the way for AHS to go in the future.

10. Mike Geddis moved to implement a three-month transitional period with two copies of a paper newsletter with only the electronic version available after December 2006. Leeanne Walker seconded. Much discussion of what the implications of the motion were, who does the paper version of the newsletter, costs, the Web page. The discussion became more vigorous. Mike eventually withdrew the motion.
11. There was further discussion of whether there should be a printed newsletter for a few people or should it be electronic for all, with no choice. Mike suggested that those who wanted a paper copy could pay extra for it. Paul pointed out that printing only a few copies would be very expensive, probably too much for anyone desiring it. Consensus emerged that an electronic version should be the only version offered.
12. Ted Lehman then moved that the AHS offer only the electronic version of the newsletter beginning in October 2006. Mike Block seconded. Motion passed without any nay votes; however, Mike Geddis had to take a phone call and did not vote.
13. There was discussion of [verticalresponse.com](http://verticalresponse.com) as a tool for the electronic newsletter. The Web site was put on the screen so all could observe. Only a few people would have access. Mike Block wanted to know who would send e-mails? Idea is to avoid situations where something goes out that should not be associated with AHS name. Two things could be sent: newsletter and occasional announcements. Pricing is cheap, 1000 e-mails=\$12.75, with no monthly fee and no contracts. Pay for services rendered only. Postcards cost \$0.71 to 0.98 apiece, depending on size. We could have database flags for chapter membership, etc., so that e-mails and announcements could be targeted. Payment could be made via credit card, or possibly Paypal. Corporate credit card for AHS may be needed for payment.
14. Who will do the newsletter in the future? Nancy could do the newsletter and then bill AHS. Nancy will prepare scopes of work for two or more scenarios by August.
15. Need scope of work and cost estimate from Deborah Muse, especially in Category A areas, by August. Alan will contact Arizona Water Well Association to see what their administrative costs are.
16. After lunch there was generalized discussion about the newsletter and the need for administrative services. Mike Geddis and Nancy discussed the process of newsletter editing; possibility of a review committee so that Corporate Board retains some control over hydrological content. This has been done for Leilani. Nancy will have a short plan for the future of the newsletter for the next meeting in Flagstaff. Other administrative services proposals should be sought prior to the next meeting. Peter pointed out another alternative, that some member consulting firm could subsidize administrative staff as

Monty has done for Leilani. Mike Block will contact Clear Creek Associates. A review of Deborah Muse's list showed that some services would be more desirable than others. No volunteer could do all this.

17. Peter Kroopnick noted that membership is not expanding as it should. Possibility of further cooperation with AIG to rejuvenate membership was briefly discussed.

18. Meeting was adjourned at 12:30 PM.