



DRAFT Agenda

SECOORA Board Conference Call

February 10, 2010
8:00 a.m. - 12:00 p.m.

Via Conference Call
712.338.7116
Access code: 243.832.665

8:00 a.m. - 8:10 a.m.	Welcome and Agenda Review (Seim) <ul style="list-style-type: none">• Approve Agenda• Approve December 16 Board Minutes
8:10 a.m. - 8:30 p.m.	Board Election (Roffer) <ul style="list-style-type: none">• To fill Carolyn Dekle's seat in the Public Agencies/Non-Profit/Other sector• Review the election process• Review the nominees• Vote
8:30 a.m. - 10:00 a.m.	Committee Updates <ul style="list-style-type: none">• Governance<ul style="list-style-type: none">a) Federal employees can be voting members of RCOOS Boards; by-laws change as to their role?• Finance and Audit (Merz)<ul style="list-style-type: none">a) Fiscal transition• Board Development (Dodge)<ul style="list-style-type: none">a) Recommendations for filling Board seatsb) May election ballot• Public Policy (DeVoe)<ul style="list-style-type: none">a) FY11 Appropriations support• Science (Welsh)<ul style="list-style-type: none">a) Review/approval of proposal process• Operations and Maintenance (Maul/Seim)<ul style="list-style-type: none">a) Asset inventory update• DMAC (Fletcher/Hood)<ul style="list-style-type: none">a) Overview of ongoing activities• Education and Outreach (Spence/Cavendish)<ul style="list-style-type: none">a) BOB Workshop update• Stakeholder Council (Kuba)

10:00 a.m. - 10:20 a.m. **Strategic Priorities Plan**

- Discussion of Conceptual Plan
- Review and approval of Strategic Priorities Plan

10:20 a.m. - 11:00 a.m. **New Business**

- May Members Meeting
- Review of [Interim Framework for Effective Coastal and Marine Spatial Planning](#) and [US IOOS Road Map to Full Operational Capacity](#)

11:00 a.m. - 11:20 a.m. **Old Business**

- 2010 Board Meeting Dates

11:20 a.m. - 11:45 a.m. **Staffing Updates**

- Program Coordinator
- Program Support Contractor
- DMAC Support Contractor
- Communications Specialist
- Webmaster

11:45 a.m. - 12:00 p.m. **Wrap Up and Action Items**

- Agenda items for next call: Board of Directors Nominees; FY11 SECOORA Budget
- Next Board Conference Call Scheduled: TBD
- Next Board and Members Meeting: May 11-13, 2010

DRAFT Minutes

SECOORA Board Conference Call

December 16, 2009
1:00 p.m. - 3:00 p.m.

Via Conference Call
712-338-7146
Access Code: 704-371-561

Present: Rick DeVoe, Manhar Dhanak, Dick Dodge, Madilyn Fletcher, Carroll Hood, Tom Kuba, Conrad Lautenbacher, George Maul, Cliff Merz, Jim Nelson, Joe Ramus, Mitch Roffer, Harvey Seim, Peter Sheng, Lundie Spence, Sandra Vargo, Georges Weatherly, Bob Weisberg, Pat Welsh, Steve Woll
Absent: Roger Pugliese (attempted to participate but due to 25-line maximum, was not able to get on the call)
Staff: Debra Hernandez, Susannah Sheldon, Sam Walker
Guests: John Proni, Nick Shay

1:00 p.m. - 1:10 p.m. **Welcome and Agenda Review Ensure everyone got materials including full Science committee report sent out yesterday.**

- Roll call
- Approve Agenda

Motion to approve; second
Discussion? None
Motion passes unanimously

- Approve September 14 Board Minutes (attached)

Motion: to approve minutes; second
Discussion? none
Motion passes unanimously

1:10 p.m. - 1:20 p.m. **Board Composition (Harvey)**

- Acceptance of Carolyn Dekle's resignation
Carolyn submitted resignation
- Welcome of Conrad Lautenbacher
Welcome and thanks for his participation

1:20 p.m. - 2:00 **Strategic Planning Document (Debra)**

- Began this effort when ICOOS passed; includes mention of regional programs that need to be certified.
- Determined that it would not be wise to wait for NOAA on guidance in this regard
- NFRA determined to move ahead with development of regional strategic plans to assist with promotion of IOOS at the regional level
- SECOORA's effort began late summer 2009 and received a lot of input leading up to August NFRA meeting in Seattle
- Susannah coordinated with a group to develop the Executive Summary; Sam coordinated with a group to develop the RCOOS design section

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- Executive Committee has reviewed
 - Clarify purpose: Priorities Plan
Inform members and guide use of resources
Inform stakeholders and potential members
Inform decision-makers of priorities
 - Intro speaks to who SECOORA is, three key components of the SECOORA vision
 - Priorities developed in conjunction with input from Board and stakeholders
 - Makes key connection with South Atlantic Alliance
 - Messaging has been linked to NFRA's priorities, so has changed a bit from initial priority development
 - Included climate change due to its importance at the national level
 - Strategic partnerships are a key component for SECOORA's success
 - Defines what RAs and RCOOSs are
 - Theme areas highlighted and identifies strategic partners, key products/services, and expected results
 - Budget constraints based on NFRA budget requests
 - Board Comments

Hood: Likes format; agrees that section 7 needs to be fleshed out; section 6 concerns are that climate data move beyond observing and include long-term expense. Need to acknowledge the significant effort required for detecting climate change.

Weisberg: Sees no point in making measurements if they aren't sustained and this needs to be made in

Fletcher: Some of the data collected are relevant to impacts/results of climate change but do not necessarily measure climate change.

DeVoe: Confusion about levels of themes, also specify products

Fletcher: agrees that themes confusing

Welsh: Thinks Ecosystems section lacking in estuary discussion

Weisberg: Agrees with Pat's point and thinks ecosystems should not be defined on the basis of fish since this is one aspect of it.

Dodge: Agrees this needs to be more expansive

Fletcher: Stay closely to what SECOORA has capability to provide services for

Weisberg: Needs clear enunciation in a general and complete way as to what an ecosystem is. Also need to demonstrate we understand defining marine spatial planning.

Seim: Concerns of naming specific programs for fear of omission and claiming programs it has not provided significant support for.

Welsh: in paragraph 3, can list some of the things SECOORA has been a leader in: DMAC, HF Radar, etc. Illustrate strengths.

Merz: Need to include verbiage that can demonstrate what we have to offer

Lautenbacher: If you're going to discuss money, include requirements, and this need to illustrate there

isn't enough money and what is reasonable to achieve with the funding. Anytime you have the opportunity to discuss resources that should be done.

Seim: Need to enhance the introduction and purpose sections

Fletcher: Beach advisory example is not a SECOORA project, and this needs to be pointed out. This is an earmark project, so there is a political consideration too.

Dhanak: budget...

Hernandez: Need better-defined metrics from NOAA

Lautenbacher: IOOS is not a priority program within NOAA and need to move away from the idea of funding for a university program, etc.

Seim: This is an attempt to refine our message to provide a consistent story. Regions are frustrated that the NOAA IOOS program office is not making a better effort to sell this as a priority within NOAA.

Feedback to Debra through January 15. Email comments using track changes (ideally) to Debra directly (debra@secoora.org).

2:00 p.m. - 2:45 p.m.

**Committee Updates:
Science (Welsh)**

- Proposal process sent out two weeks ago with Weekly news
- Vote: Accept recommendation of Science Committee for process to develop IOOS proposals

This process is to develop best SECOORA proposal for the upcoming FY11 IOOS RFP.

Roffer: Concerns about SECOORA staff not having sufficient scientific background to review this process.

DeVoe: not all criteria are science-based.

Sheng: the science is implicit

DeVoe: it must be explicitly stated in terms of scientific/technical merit.

Welsh: This was originally a major review criterion, but was combined with others. SECOORA staff inclusion was to ensure some objectivity

Seim: Staff involvement is positive because they are intimately involved with SECOORA, etc.

DeVoe: perhaps they could provide a conceptual review with the intent to ensure compliance with the RFP and Strategic plan, stakeholder aspect, etc. The other three could focus on the technical side.

Roffer: When RFP comes out, the Science Committee needs to ask for LOIs and revise the proposal process to meet the requirements therein.

Seim: If RFP includes criteria, we use those.

Fletcher: SECOORA's criteria can ensure a cohesive package.

Seim: The LOIs will be reviewed based on these criteria and a cohesive package

The Board will review this process and provide feedback to Pat Welsh by January 15th.

- **Finance and Audit (Merz)**

Materials provided include minutes from the last call, a budget, and update on the fiscal transition.

45 members, including Andy Clark, now with Scent

Merz: Does this go to Governance for review since his institution is new

Ramus: only if there is doubt as to their eligibility

No red flags with quarterly budget, format reasonable, monthly reconciliations will be available after accountant on Board.

Membership dues: discussion as to whether these can be used for internships. This would have to be determined on a case-by-case basis

Signatures on checks: two signatures may delay timely payment of invoices, etc. Request Board approve a single signature on checks with a maximum of \$5000 on checks.

Motion (Merz): To recommend single authorized signature checks with max allowable amount of \$5000. Above \$5000, two signatures will be required. **Second (DeVoe).**

Motion passes unanimously.

- **Public Policy (DeVoe)**

Most of the Committee (Lynn Leonard, Jim Nelson, Manhar Dhanak, Rick DeVoe, Debra Hernandez) was in DC meeting with Congressional staff Dec 9th-10th. Had very good visits, ~9 meetings total. Several staff were on appropriations committees. May want to attempt again in February when NFRA meeting in DC
RAs are about level funded for FY10; Conrad later mentioned to expect level funding for FY11 as well

Seim: what is status of the request from members that went out in September?

Hernandez: received about 10, few were comfort about Motion to add Lynn Leonard to Policy Committee (DeVoe), second (Dhanak)

Discussion: her addition rounds out state representation

Motion passes unanimously

Roffer: How does one get nominated for this committee?

Dodge: what about Conrad?

Seim: let's

- **Governance (Ramus)**

By-laws requirement for an odd number of Board members

The committee sees no point in this remaining a requirement and the Board is quite large.

Minimum requirement is 15, maximum is 25

DeVoe: If this is approved, does membership need to ratify?

Ramus: Yes

Motion to eliminate the requirement for an odd number of Board members (DeVoe); **second (Ramus)**
Discussion? None

opposed: 1; **motion carries**

Method to break tie-vote

Recommends if there is a tie, the issue does not pass.

This can be a policy procedure and not a by-laws change.

Motion to accept this (DeVoe); **second** (Merz)

Discussion? None

Motion passes unanimously

- **Board Development (Dodge)**

Sustaining member (FIU) requested addition to the Board as a sustaining seat member, represented by John Proni.

Seim: Is this a motion to identify a sustaining member Board seat, but also to identify an individual to stand for this seat? We have two sustaining members, RSMAS and FIU.

DeVoe: This also means a change in membership status for FIU from institutional to sustaining.

Seim: currently do not have sustaining member Board seats

Can someone just pay a few extra bucks to become a board member?

Dodge: doesn't happen automatically.

DeVoe: so this would expand the board to 22, and it seems that a general call should have gone out to solicit additional members. This seems to be ad hoc.

Roffer: that's why there's a BDC

Dodge: The BDC is charged to go out and seek Board members

DeVoe: why can't this all go through the election process? Action should not be taken action on this and this should be done during the full election process

Roffer: He's not suggesting otherwise

Seim: This would require the BDC to develop a board slate anyway,

Kuba: 4 seats reserved for sustaining members, which is different than for the number for institutional seats. Are four seats reserved for sustaining members? This may be a governance question: do the by-laws refer to a constraint that no more than 4 sustaining members can sit on the Board?

Dodge: Up to four sustaining members can be Board members

Seim: Rick's point is that it may make more sense for it to be wrapped up with the election process next year.

- **DMAC-ODP (Fletcher)**

Personnel changes will result from Sam leaving for his IPA

Suggesting Jeremy Cothran serve in interim role for DMCC point-person from a technical perspective (registry and asset inventory); Madilyn will be point person

Weisberg: Interim report on Marine Spatial Planning does not mention IOOS-this is important and needs to be addressed.

2:45 - 2:55 p.m.

By-Laws Requirements for Board Seats

Carolyn Dekle's resignation has left an imbalance and either a Board member needs to be elected to this seat or one from each other sector needs to be removed.

Another consideration is that the Board is growing quickly

ExCom will have to address this at another time.

2:55 p.m. - 3:00 p.m.

Wrap Up and Action Items

- Agenda items for next call (Wednesday, February 10 8 a.m. - 12 p.m.)
- Recognize Sam. Request for services will be posted by end of week.
Kuba moves to adjourn Merz seconds
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*Nomination of Michael Spranger for election to the SECOORA Board
Sent to the Secretary of SECOORA, Mitch Roffer*

Dear Mitch,

I nominate Dr. Michael Spranger of Florida Sea Grant for election to the SECOORA Board to fill the vacancy created by the resignation of Carolyn Dekle. Dr. Spranger has agreed to serve and is very qualified. The organization he represents, Florida Sea Grant, engages in the collection, delivery, or use of coastal and/or ocean observing data or information.

He is an Institutional Member representative from the Public Agency Sector member and so qualifies for this seat.

I attach his CV.

Thank you.

Sincerely,

Richard Dodge, Vice Chair, SECOORA

Confirmation of willingness to serve

From: "Spranger, Michael S" <spranger@ufl.edu>
To: "Richard E. Dodge" <dodge@nova.edu>
Date: Wed, 27 Jan 2010 16:03:03 -0500
Subject: SECOORA nomination

Dear Dick,

Thank you for your offer to nominate me to fill the vacant board position with SECOORA. I have given this much thought and think this might be an interesting experience and experiment to see how we might better link the Atlantic and Gulf of Mexico Ocean Observation System Regional Associations.. As you know, I have been on the GCOOS Board of Directors since its inception, and also a member of the FLCOOS, attending meetings where I can. Perhaps there may be some inherent conflicts. If so, we could address them if I were appointed.

I do have some familiarity with SECOORA. I am a member in good standing, representing the Florida Sea Grant Program and I have attended most of the SECOORA meetings. Also, prior to SECOORA, I was a co-PI of the SEACOOS Education Group that developed regional education and outreach programs. Dr. Chris Simoniello was the SEACOOS Educational Coordinator (Florida Sea Grant received the operational funds for her salary and travel) even though she was based at the University of South Florida. Dr. Simoniello now is employed as the GCOOS Educational Coordinator. I again see some opportunities for future joint activities.

How can our organization assist in dissemination and delivery of coastal/ocean observing system? Our Florida Sea Grant Extension Program provides coverage in a majority of our coastal counties. We have 17 county-based coastal offices. On the Atlantic side, we have marine agents in St. Augustine, Cocoa Beach, Ft. Pierce, Miami, and Key West. In addition, our University of Florida Cooperative Extension has offices in every county in Florida. I have programmatic responsibility in extension, education and outreach for both the sea grant and land grant systems, and there may be ways to better utilize these networks in the delivery of programs.

Attached is a short 2 page vita that is close to being up-to-date, and a one page document that has a little different slant on my background and past experiences. I would be interested and willing to fill out this term. I have also checked and would be available for the next annual SECOORA meeting that is scheduled for May.

MICHAEL SCOTT SPRANGER

Associate Dean, Environmental & Natural Resource Programs, University of Florida IFAS
Associate Director for Extension and Education, Florida Sea Grant Program
Professor (tenured), Department of Family, Youth and Community Sciences, University of Florida

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Phone: 352-392-1838 FAX: 352-392-5113 Email: spranger@ufl.edu

ACADEMIC TRAINING

B.A. University of Wisconsin, 1973, (History & Political Science)
M.A. University of Wisconsin, 1977 (Public Policy & Administration)
M.S. University of Wisconsin, 1976, (Water Resources Management)
Ph.D. Portland State University, 1999, (Urban & Public Affairs)

UNIVERSITY POSITIONS

University of Florida, Gainesville, FL
Professor (with Tenure), Department of Family, Youth and Community Sciences (2000-Present)
Associate Dean, Environmental & Natural Resources Programs (2005-present)
Associate Director for Education and Extension, Florida Sea Grant (2000-present)
Assistant Dean, Environmental & Natural Resources Programs (2002-2005)
Assistant Dean, Aquatic, Coastal and Aquaculture Programs (2000-2002)
University of Washington, Seattle, WA
Assistant Director for Marine Advisory Services, Washington Sea Grant Program (1990-2000)
Program Leader for Marine Advisory Services, Washington Sea Grant Program (1985-1990)
University of Phoenix-Washington Campus, Seattle WA
Lecturer, Environmental Sciences and Organizational Management (1998-2000)
Washington State University, Vancouver, WA
Marine Resources Specialist (1981-1985)
University of Wisconsin-Extension, Oconto, WI
Interim County Extension Director, UW-Extension Oconto, County (1979-1980)
Community & Natural Resources Agent, UW-Extension Oconto, County (1976-1981)
University of Wisconsin-Madison, Madison, WA
Research Associate, Dept. of Urban & Regional Planning (1976)
Research Associate, Water Resources Management Program (1975)

PROFESSIONAL LEADERSHIP RESPONSIBILITIES (Selected State, Regional and National Activities)

2009-Present Gulf of Mexico Representative, National Sea Grant Climate Change Extension Network
2008-Present Member, National Sea Grant Community Coastal Development Focus Team
2008-Present Gulf of Mexico Alliance Coastal Community Resiliency Work Team
2004-Present Principal Investigator and Coordinator, National Sea Grant Extension Academy
2004-Present Executive Committee, Gulf of Mexico Coastal Ocean Observing System Regional Association
2004-Present Board of Directors, Gulf of Mexico Coastal Ocean Observing System Regional Association
2002-Present Principal Investigator, Gulf of Mexico Fish Extension Project
2002-Present Co-Principal Investigator, Central Gulf of Mexico Center for Ocean Science Education Excellence
2002-Present Board Member, Florida Clean Boating Partnership
2001-Present Member, National Sea Grant Marine Science Education Network
2006-2007 Chair, Education and Outreach Council, Gulf of Mexico Coastal Ocean Observing System
2003-2006 Principal Investigator, NOAA Coastal Storms Initiative Project
2002-2006 Co-Principal Investigator, Southeast Atlantic Coastal Ocean Observing System Education Team
2002-2006 Co-Principal Investigator, Southeast U.S. Regional Aquatic Nuisance Species Network
2002-2006 Principal Investigator, Southeast Atlantic Fish Extension Project
2002-2005 Principal Investigator, National Shark Awareness Project
2000-2001 Co-Chair, National Marine Educator Association 2001 Annual Conference
1999-2002 Member, National Sea Grant Community and Economic Development Theme Team

- 1998 Chair, National Assembly of Sea Grant Extension Program Leaders
- 1997-1999 Board of Directors, National Assembly of Sea Grant Extension Program Leaders
- 1997-2000 Member, Washington Governor's Council on Environmental Education
- 1994-2000 Member, NOAA/Sea Grant Global Change Education Committee

HONORS AND AWARDS

- 2001 Award of Appreciation, Assembly of Sea Grant Extension Professionals
- 2000 Award of Appreciation- Puget Sound Water Quality Action Committee
- 1997 Centorino Award (Outstanding Educator), National Marine Educators Association
- 1995 Outstanding Natural Resource Educator, Northwest Aquatic and Marine Educators
- 1985 Distinguished Citizen in Environmental Education, Env. Educator's Assn. of Oregon
- 1984 Distinguished Extension Program Award, Western Agricultural Economics Association

PROFESSIONAL MEMBERSHIPS

- Association of Natural Resource Extension Professionals Marine Technology Society
- Florida Assn. of Natural Resource Professionals Florida Marine Science Educator Association
- National Marine Educators' Association Association of Experiential Education

OUTREACH AND EXTENSION EDUCATION EXPERIENCE

Coordinator, trainer, or presenter of over 400 programs in areas of marine education, climate change, natural resource management, citizen participation, community development, organizational behavior, program planning and evaluation.

SELECTED PUBLICATIONS (Last five years)

- 2007. Spector, Barbara, Blyler, Karen, and Spranger, Michael. Ocean Sciences and STEM Education: Rethinking Science Teaching *Currents, The Journal of Marine Education*. Ocean Springs, MS.
- 2007. Spranger, Michael. Ocean Report Card...Found Wanting, *NMEA News*. Volume 23, Issue 1, Spring 2007. Newsletter of the National Marine Educators Association. Ocean Springs, MS.
- 2004. Spranger, Michael. SEACOOS-Providing Education and Outreach on Ocean Observing Systems, *Currents, The Journal of Marine Education*. Volume 22, Number 2, Summer, 2006. Ocean Springs, MS.
- 2004. Walker, Sharon, Spranger, Michael, Dindo, John, Tinnen, Rick, Kastler, Jessica, Brook, Dan, Ross, Susan, Bishop, Tina and Tuddenham, Peter. The First Year!...COSEE: Central Gulf of Mexico Informal and Formal Education. *Currents, The Journal of Marine Education*. Volume 22, Number 2, Summer, 2006. Ocean Springs, MS.
- 2003. Seim, Harvey, Spranger, Michael et al. SEACOOS: A Model for a Multi-State, Institutional Regional Observation System. *Marine Technology Society Journal*, Volume 37, Number 3, Fall, 2003. pp .92-101. Columbia, MD.
- 2002. Walters, Howard, Dindo, John, Walker, Sharon and Spranger, Michael. Leveraging Partnerships as a Resource for Environmental Education: The Southeast Regional Aquatic Nuisance Network, *Current: The Journal of Marine Education*, Volume 18, Number 2, National Marine Educator Association. pp. 25-30. Ocean Spring, MS.

Michael (Mike) S. Spranger

Mike is Associate Director for Extension and Education with the Florida Sea Grant Program, Associate Dean for Environmental and Natural Resource Programs, IFAS Extension and Professor in the Department of Family, Youth, and Community Sciences at the University of Florida. He has a B.A in Political Science., M.A. in Public Administration and M.S degrees in Water Resources Management from the University of Wisconsin and a Ph.D. in Urban and Public Affairs from Portland State University. He worked as Community Development Agent with the University of Wisconsin (1976-1981), Marine Resource Specialist with Washington State University (1981-1985), and Assistant Director for Marine Advisory Services with the University of Washington Sea Grant Program (1985- 2000). He has served in his present capacities at the University of Florida since 2000.

As Associate Director for Florida Sea Grant Extension, Dr. Spranger provides leadership and program direction for 18 county faculty and 7 campus-based specialists that conduct outreach programs to Florida's 35 coastal counties. Florida Sea Grant's mission is to produce a trained workforce, create scientifically literate and environmentally informed citizens and achieve a sustainable environment and economy for Florida. Florida Sea Grant focuses its efforts in four main areas that include healthy coastal ecosystems, seafood safety, sustainable and hazard resilient communities and climate change impacts and adaptations.

As Associate Dean for University of Florida, Dr. Spranger provides leadership and program direction for environment and natural resource programs conducted throughout Florida's 67 counties. Extension's mission is to provide scientifically based agricultural, human and natural resources knowledge that citizens use in making decisions which contributes to an improved life. These programs strengthen decision-making, knowledge application, economic security, environmental care and leadership skills for all citizens. Issues addressed are identified through citizen, community and university involvement. The University of Florida, cooperatively with county, state and federal government, supports these programs.

Dr. Spranger has over 35 years experience in university administration, planning, development and evaluation, as well as experience in teaching and applied research. His academic achievements include coordination over 400 workshops and conferences on such topical areas as land use planning, community development, water resource management, seafood technology, aquatic invasive species, marine education, fisheries management, climate change and environmental stewardship. Dr. Spranger has published 4 books and curricula guides, 12 referred journal articles, 4 technical papers and reports, 21 non-referred journal articles and 6 conference proceedings. He also has given well over 100 invited presentations and papers.

Dr. Spranger served as Vice-Chair (Gubernatorial Appointee) of the Washington State Nuclear Waste Advisory Council (1987-92). He is a supporter of marine education, serving as President of the Northwest Aquatic and Marine Educators Association (1994), the Board of Directors of the National Marine Educators Association (1991-2000) and President (1996). He chaired the 2001 national meeting held in Victoria, BC. He also served as Chair of the National Assembly of Sea Grant Extension Program Leaders (1998). He has served on numerous regional and national Sea Grant Extension committees and task forces. He is the co-creator and coordinator for the National Sea Grant Extension Training Academy (2005, 2009). He currently is a member of the Gulf of Mexico Coastal Ocean Observing System, and the Gulf of Mexico Center for Ocean Science Education Excellence. He also has worked internationally, as an invited speaker in China, Korea, Indonesia and Japan on topics of ocean and climate literacy and has fostered cooperative agreements between the University of Florida and universities in Indonesia, Japan, and Taiwan.

His honors and recognition include the Distinguished Leadership Award from the National Assembly of Sea Grant Program Leaders (1999), Centorino Education Award from the National Marine Educators Association (1997), Outstanding Natural Resource Educator Award from Northwest Aquatic and Marine Educator Association (1995), Distinguished Citizen Award from the Environmental Educators of Oregon Association (1985), and Distinguished Extension Program Award from the Western Agricultural Economics Association (1984).



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Committee: Finance and Audit (F&A)

Chair: Clifford Merz

Members: Kim Cavendish, Carolyn Dekle, Madilyn Fletcher, Carroll Hood, John Proni
Sandra Vargo, Georges Weatherly

Reporting Period: December 16, 2009 - February 10, 2010

Meeting / Teleconference Dates: January 22, 2010

Requested Board Action: None

Additional Committee Discussion, Activities, and/or Plans:

The F&A Committee met on January 22, 2010. Meeting minutes are included below for board briefing and discussed items are in progress.

**Finance and Audit Committee Call
January 22, 2010, 10-11 am**

Agenda:

- 1) Review and acceptance of the 11/24/ F&A meeting minutes
 - No particular comments
 - Motion to approve (Proni), Second (Merz) motion approved
- 2) Status of related F&A issues passed at the last Board of Directors meeting
 - Official SECOORA checks: single authorized amount is \$5K, over \$5K requires two signatures (Debra or Susannah and Board Chair)
- 3) Quarterly report update (report not available)
 - The State of South Carolina implemented a new fiscal management system late last fall
 - Until the Comptroller's Office finishes entering the information into the system, Sea Grant is without an electronic financial management system
 - This is expected to be completed by the end of this month
 - Until then, Sea Grant has agreed to pull any paper vouchers, travel reimbursement, and salary/fringe numbers they have to update the quarterly report. This should be available next week
 - Once the transition occurs, we will be getting monthly reconciliations and reports out to committee members
- 4) Uses of membership dues
 - General discussion begun on how to split the membership dues (50/50 approved in May 08) and approved uses
 - 5% of nonfederal funds for ED salary needs to be available for advocacy issues
 - **ACTION ITEM (SUSANNAH):** Need to identify Federal v. Nonfederal membership funds and create an operational budget. Will begin by reviewing the FY 2009-2010 membership dues invoice to see if funding source identified and if not, then contact each member to determine.
- 5) Next Meeting Date
 - March 26, 2010 10-11 am

Motion to adjourn (Merz), Second (Proni), meeting adjourned at 10:25 am

Fiscal Transition Update

February 2010

SECOORA Transition Tasks

Re-Hire Process (no progress)

- Sole source justifications for contractors
- Forms: W4s, CVs, I-9

Bookkeeping/Accounting

- Debra and Susannah as signatories on bank account
- Harvey Seim (as Chair) added as a signatory
- SECOORA Debit Card
- Accounting firm will handle payroll and related taxes, IRS and state tax filings, monthly reconciliations and statements, bookkeeping with Susannah via QuickBooks, and financial statements in preparation for audits
- Audits will be contracted out to another firm

Credit

- Indirect cost rate process in progress

Records

- Online Back-up: CarbonitePro is \$50 annually, flat tiered-fees, no charge for additional computers, based on data amounts.
- Required to keep by-laws, articles of incorporation, organizational policies, tax-exempt letter, anything related to accounting records (grant applications/awards, receipts, sales slips, paid bills, invoices, deposit slips, canceled checks)

Mail

- Apply for nonprofit standard mail pricing
 - **Eligible only after becoming sub-awardee-form requirements below**
 - Qualified organization: the organization is not organized for profit, and none of its net income inures to the benefit of any private stockholder or individual. Types of organizations that may qualify ([703.1.2](#)): religious, educational, scientific, philanthropic, agricultural, labor, veterans, and fraternal
 - Nonprofit Standard Mail is printed matter such as pamphlets, newsletters, direct mail, or merchandise that weighs less than 16 ounces and is eligible for nonprofit prices mailed by an authorized nonprofit organization.
 - Complete PS Form 3624: Application to Mail at Nonprofit Standard Mail Prices
 - PO Box established
 -

Training

- Management Concepts grant management training
 - Susannah successfully completed two online grant management trainings between October and December
- SCANPO non-profit training (**potential**)
 - January 28, 2010-Fundamentals of Fundraising (Charleston)
 - Basic principles of: ethics, donor stewardship, budget management and board duties will
 - Policies, procedures, tools and resources needed to launch a successful fundraising program
 - How to develop a realistic timeline, a reasonable budget and identify the right people for the job
 - Basic elements of a fund development plan will be outlined.
 - March 10-11, 2010-SCANPO Annual Conference (Columbia)

Office

- Internal procedures manual: Susannah has begun developing using nonprofit and Sea Grant manuals)
 - Holidays
 - Sick, annual and family leave policies
 - Travel Reimbursement (staff, Board and invited speakers)
 - Employee evaluations/grievance policy
 - Personal vehicle / rental car policy
 - Federal Requirements*
 - Equal Opportunity Employer
 - Sexual Harassment
 - Confidentiality of records
 - Whistle Blower Policy

Business Licenses

- Mt. Pleasant business license applied for and received

Insurances

- Tort Liability Insurance (State Farm)
 - Exists already for Board
- Bonding Insurance (State Farm) (Need decision on amount for which to be bonded)
 - Protects against theft
 - Debra and Susannah (as authorized check handlers)
 - ~\$175 annually for Debra and Susannah to be bonded against the membership dues (100K); more when we include the grant funds.
- Worker's Compensation Insurance (in progress-Susannah working with 4 companies to provide quotes)
 - Required for any business employing four or more full- or part-time workers
 - Contract status or not, we need to provide this for employees
 - \$1849 annual premium through First Comp
- Unemployment Insurance (Documents to be filed after 20 weeks in 2010-after May 21 assuming a Jan 1 2010 start date)
 - A non-profit is not liable unless the organization had (4) or more individuals in employment for (20) different weeks within the current or preceding calendar year.
 - Must provide IRS tax-exempt letter to SC Employment Security Commission
 - Since we have contractors, would we be required? Do a little more investigation. Is there a statute to reference?
 - Susannah filed a form UCE-151 with the South Carolina Employment Security Commission for a determination on liability

Taxes

- Federal/state returns
 - Forms submitted 11/16 (since 11/15 was Sunday) to state and IRS

Contract Template (complete)

- Developed a standard contract template to adapt for various positions

Sub-Award

- In progress

Benefits

- Susannah and Debra completing forms for benefits provider

Committee: BOARD DEVELOPMENT COMMITTEE

Chair: Richard Dodge

Members: Tom Kuba, Peter Sheng, Pat Welsh

Reporting Period: December 16, 2009 - February 10, 2010

Meeting / Teleconference Dates: via email over the period

Requested Board Action: The Board Development Committee recommends Institutional Representative Nick Shay (of SECOORA Institutional Member University of Miami) to the Board for election as a Sustaining Board Member by a majority vote of the Sustaining and Institutional Members at the next Annual Meeting in May, 2010.

Discussion:

REPORT OF THE BOARD DEVELOPMENT COMMITTEE FOR FEBRUARY 10, 2010 BOARD MEETING

The Board Development Committee met over the Reporting Period above to discuss a request by a Sustaining Member Institutional Representative, Nick Shay of UM RSMAS, to be considered for a Sustaining Member Board Seat. Attending the BDC meeting electronically were Richard Dodge, Chair, and members Tom Kuba, Peter Sheng, and Pat Welsh).

The SECOORA By-Laws say that the Board Development Committee can recommend such a Board seat for a Sustaining Member. Article V, Section 1a says: a. Sustaining Member Seats up to 4 seats available to Sustaining Members. The By-Laws also say: Candidates for such vacancies shall be recommended by the Board Development Committee to the Board and elected by a majority vote of the Sustaining and Institutional Members.

The Board Development Committee deliberated and found

- 1) the request to be a valid one by a Sustaining Member (UM) and
- 2) that the applicant's (Nick Shay) qualifications indicate he would be a valuable asset to the SECOORA Board.

Hence, the Board Development Committee recommends University of Miami Institutional Representative Nick Shay to the Board as a Sustaining Member for election as a Sustaining Board Member by a majority vote of the Sustaining and Institutional Members at the next Annual Meeting in May, 2010.



DRAFT
SECOORA BOARD and MEMBERSHIP MEETINGS
May 11-13, 2010
Tentatively at One Ocean Resort
Jacksonville, Florida

Conference Call Information
712.338.7116
Access code: 243.832.665

Tuesday

May 11, 2010

11:00 - 12:00 Registration

SECOORA Board Meeting

12:00 - 12:15 Welcome, Roll Call and Agenda Review (Seim)
Boxed Lunches

12:15 - 12:35 SECOORA Business

- Minutes of Feb 10th Board Meeting (Dodge)
- FY11 Budget Review/Approval (Merz)

12:35 - 1:00 Executive Director Report

- Staff Introductions
- Organizational Update

1:00 - 1:40 Policy Committee Updates

- Board Development Committee (Dodge)
- Governance Committee (Ramus)
- Finance and Audit Committee (Merz)
- Policy Committee (DeVoe)

1:40 - 2:20 Program Committee Updates

- DMAC-ODP (Fletcher/Hood)
- Operations and Maintenance (Maul/Seim)
- Science (Welsh)
- Education and Outreach (Cavendish/Spence)

2:20 - 2:30 Stakeholder Council (Kuba)

2:30 - 3:00 BREAK

SECOORA Membership Business Meeting

3:00 - 3:10	Welcome/Introductions (Seim)
3:10 - 3:30	FY11 Budget Review/Approval (Merz)
3:30 - 3:50	By-Laws Recommendations/Voting (Ramus) <ul style="list-style-type: none">• Eliminate requirement for an odd number of Board members
3:50 - 4:30	Review of Election Procedures (Dodge) Distribution of Ballots and Voting (Registration Desk)
4:30 - 5:00	Meeting Wrap-up and Adjourn
5:00 - 6:30	World Café/Reception Take this opportunity to make your way to the World Café where you'll join in roundtable discussions with Zdenka Willis (NOAA IOOS), Josie Quintrell (NFRA), Debra Hernandez (SECOORA Executive Director), Harvey Seim (SECOORA Board Chair), and ??? (SECOORA Web Developer). You'll have ten minutes at each table to tell them what is on your mind, what you would like to see happen for the future of IOOS, and provide feedback to what is happening in the organization.

Wednesday

May 12, 2010

SECOORA Membership Meeting

7:30 - 8:00	Registration (SECOORA Staff)
8:00 - 8:15	Welcome (Seim)
8:15 - 9:15	Strategic Priorities Plan (Seim/Hernandez) <ul style="list-style-type: none">• Review/Approval
9:15 - 9:45	National Federation of Regional Associations Update (Quintrell)
9:45 - 10:15	IOOS National Overview (Willis)
10:15 - 10:30	BREAK
10:30 - 11:30	PANEL SESSION: Neighboring Regional Association Updates
11:30 - 12:30	LUNCH
12:30 - 2:30	CONCURRENT PRIORITY ISSUE PANEL: Ecosystems (Fisheries) CONCURRENT PRIORITY ISSUE PANEL: Ecosystems (Water Quality)
2:30 - 2:45	BREAK

2:45 - 4:45 CONCURRENT PRIORITY ISSUE PANEL: Coastal Hazards (Rip Currents)
CONCURRENT PRIORITY ISSUE PANEL: Coastal Hazards (Inundation)

4:45 - 5:15 Wrap-Up and Adjourn (Seim)

6:00 Committee Dinner Meetings (See Chairs for Details)

Thursday

May 13, 2010

8:00 - 8:15 Welcome (Seim)

8:15 - 10:15 CONCURRENT PRIORITY ISSUE PANEL: Marine Operations (Offshore Energy)
CONCURRENT PRIORITY ISSUE PANEL: Marine Operations (Improving
Forecasts)

10:15 - 10:30 BREAK

10:30 - 11:00 PANEL SESSION: SOUTH ATLANTIC ALLIANCE

11:00 - 1:00 CONCURRENT PRIORITY ISSUE PANEL: Climate Change (Ocean Acidification)
CONCURRENT PRIORITY ISSUE PANEL: Climate Change (Long-term data
collection and analysis)
BOXED LUNCHESES

1:00 - 2:00 PANEL SESSION: HF RADAR

2:00 - 2:30 Wrap-up and Adjourn (Seim)

Susannah Sheldon
Program Coordinator Report
December 2009 - February 2010

- Continued development of internal procedures manual outlining organizational policies (leave policies, travel, Federal and grant requirements, etc.); based on research provided by SC Sea Grant and South Carolina Association of Nonprofit Organizations (SCANPO)
- Successfully completed two online trainings through Management Concepts to ensure successful grants management after SECOORA's transition to fiscal independence
- Met with various professionals to continue SECOORA fiscal transition (benefits selection, best practices for fiscal management of the grants and membership dues, sub-award and budget justification preparation, etc.)
- Maintained interactions with IOOS partners, including NFRA and NOAA, other Regional Associations, and regional stakeholders
- Continued staffing Board, Executive Committee, Policy Committees, and Secretary as needed, in addition to the Executive Director
- Worked with webmaster and communications contractors to continue updating website materials, and provide information for quarterly newsletters, weekly news updates, and one-pagers
- Began 2010 work plan development

Megan Trembl
Communications Specialist Report
October 2009 - February 2010

Media Contact List

Developed a media contact list covering key non-profits, mariner communications outlets, federal, state, and local government networks and other relevant ocean and coastal media contacts throughout the SECOORA region. The list is over 80 members long. Members received a welcome letter and will be subscribed to SECOORA quarterly newsletters.

One Page Brochures

Developed the following one-page brochures for marketing purposes:

- SECOORA Overview
- North Carolina
- HF Radar
- Fisheries Management
- SECOORA Appropriations Request
- SECOORA Overview to fit into a NOAA IOOS Office-provided template

Newsletters

- Developed October and February Quarterly newsletters.
- Implemented Weekly News Updates sent via SECOORA Communications (I have sent 11 to date).

Website

- Assisted in keeping the Web site up to date with content from the newsletters.
- Suggested multiple improvements for the site that were approved by DH and implemented.

BOB

- Working with Lundie Spence and Doug Levin to coordinate the logistics for the BOB II Workshop.
- I will handle everything from helping to develop flyers, organizing food and hotels, and documenting the workshop.

Miscellaneous

- Developed letterhead for organization.
- Re-designed the organizational chart.
- Responded to calls for images and text from NFRA.
- Attend conference calls regarding exhibit display.
- Assisted in the formatting and editing of SECOORA's Strategic Priorities Plan.

Barry Girsh
SECOORA Webmaster Report
October 2009 - February 2010

Since I started with the SECOORA team I have been able to meet with each staff member to determine areas of responsibility for the SECOORA web site and manage updating content on the site. I have also implemented the Google calendar application to replace the existing calendar and included a suggestions box on the homepage of the site. Megan and I now have a system in place to collect, review, and post content as is necessary to maintain current information on the SECOORA site. I have developed a template for collecting and reporting stats for web site traffic using Google Analytics and distribute this information to the SECOORA team. The stats include: total and unique visitors to the site, pages per visit, number of pageviews, bounce rate, average time on the site, top pages viewed, top entry and exit pages, and list of keywords used to find the SECOORA web site. These stats are a good way to inform the redesign now in the planning stages. I am working on a survey tool, using Survey Monkey, to collect information from the wider SECOORA community, in order to improve the overall functionality of the SECOORA web site. This survey is intended to also inform the redesign and re-architecture of the SECOORA web site. An email was sent out to all SECOORA Committee chairs requesting feedback on how the SECOORA web site could best help their committee needs.

SCOPE OF WORK FOR DMAC-ODP Support Services Contract

Services Required: The DMAC Support Contractor will work with the Executive Director and other SECOORA staff and be responsible for supporting the operations of SECOORA. The following tasks and deliverables must be provided in the timeline proposed:

Tasks	Deliverables	Schedule (from Contract Initiation)
1. Scoping meeting with SECOORA staff and DMAC-ODP Chair(s) to discuss contract deliverables and develop a work plan.	Draft Work plan Meeting with SECOORA staff Final Work plan	7 days 14 days 21 days
2. Lead, in coordination with the Executive Director and DMAC-ODP Chairs, a strategic planning process within the DMAC-ODP and DMCC to evaluate SECOORA's current DMAC enterprise and develop an implementation plan for the future. This planning process should include consideration of NOAA IOOS DMAC plans, NFRA positions, current capabilities, likely future needs, and efficiency of costs. This is the priority task for this contract period.	Report summarizing process, considerations and recommendations for the DMAC-ODP structure	180 days
3. Prepare updates on progress for staff meetings, approximately once per month. Prepare brief material (short synopses of activities) for two SECOORA Board meetings.	Monthly updates Material for Feb. 10 Board meeting Material for May 11 Board meeting	Ongoing
4. Support the regular business of the DMAC-ODP and Data Management Communication Committee (DMCC). This includes coordinating with the Chairs to schedule conference calls or in-person meetings, planning the agenda, producing meeting summaries, and developing other draft products for the committee's review as necessary.	4 committee call/meeting summaries	One meeting approximately every 30 days
5. Provide technical information regarding Regional Coastal Ocean Observing System (RCOOS) design, current asset inventory and DMAC-ODP requirements and costs in support of finalization of SECOORA's Strategic Operating Plan (SOP) and the development of proposals.	SOP information Proposal information	30 days 120 days
6. Assist the Program Support contractor in preparation of the RCOOS semiannual progress report, to include documentation of progress on contractual obligations.	Information for RCOOS grant progress report	Approximately 150 days
7. Oversee the continued development and implementation of the Regional Asset Inventory	Completed Asset Inventory tool	90 days
8. Lead the final testing and implementation of the Data Portal Registration	Completed Data Portal Registration	60 days
9. Ensure proactive participation in national DMAC forums and working groups; and collaborate with neighboring Regional Associations (CaRA, GCOOS, MACOORA) on DMAC activities.	Summary of activities	Ongoing
10. Document thematic application development and beta testing processes (e.g. use of cloud computing)	Summary of	180 days

	progress	
11. Work with content manager and Executive Director to integrate Data Portal within new web design site.	Recommendation for Data Portal integration	Ongoing

SCOPE OF WORK FOR Program Support Services Contract

Services Required: The Program Support Contractor will work with the Executive Director and other SECOORA staff and be responsible for supporting the operations of SECOORA. The following tasks and deliverables must be provided in the timeline proposed:

Tasks	Deliverables	Schedule (from Contract Initiation)
1. Scoping meeting with SECOORA staff to discuss contract deliverables and develop a work plan.	Draft Work plan Meeting with SECOORA staff Final Work plan	7 days 14 days 21 days
2. Participate in staff meetings and SECOORA Board meetings approximately once a month. Produce material as directed by the Executive Director in support of these meetings.	As requested	Ongoing
3. Support three of SECOORA's committees: Science, Operations and Management, and Board Development Committee. This includes coordinating with the Chairs to schedule conference calls, taking meeting minutes, and developing draft products as necessary. Products might include: a list of recommended proposal reviewers, asset inventory procedures, and/or revised election procedures, ,	6 committee meetings minutes 3 committee products	One meeting approximately every 30 days One product approximately every 60 days
4. Plan and execute, in coordination with SECOORA's Program Coordinator, the May Board and members meeting. Work will include assuring meeting information is posted to the SECOORA website, a registration form is developed, materials necessary for the meeting are finalized two weeks in advance of the meeting, invitations to the meeting and reminders to register are issued in a timely fashion, etc.	Meeting logistics recommendation, including a budget Meeting agenda Advanced meeting materials Attendance at and execution of meeting	30 days 60 days 90 days 120 days
5. In coordination with SECOORA's communication specialist, develop communication materials. This includes providing an email every week with information for the weekly news. The other communication materials might include a flyer about the annual meeting, or a one-pager on ongoing work in the region integrating observations and water quality issues.	Email with information for weekly news Communication materials (3 total)	Once a week Once every 60 days
6. Prepare the RCOOS semiannual progress report. Coordinate with subcontractors to gather information. Submit a draft to the Executive Director 7 days before the report is due to SC Sea Grant. Develop the final report for timely submission to SC Sea Grant.	RCOOS grant progress report	Approximately 150 days
7. Plan and execute a regional meeting on offshore energy activities and information needs in the southeast. Establish a steering committee that includes state departments of energy, state coastal zone management and	Meeting logistics recommendation, including a budget	90 days 120 days

<p>alternative energy industry representatives. Develop an agenda, invitation list, and meeting logistics information. Develop a meeting flyer, registration form and 'advertise' the meeting as necessary, to include posting material to the SECOORA web site. Produce a meeting summary.</p>	<p>Meeting agenda Advanced meeting materials Attendance at and execution of meeting</p>	<p>150 days 180 days</p>
<p>8. Attend meetings on behalf of SECOORA as requested by the Executive Director. Actual travel costs will be reimbursed separately.</p>	<p>Brief meeting summary</p>	<p>Ongoing</p>
<p>9. Execute other program support related duties as occasionally requested by the Executive Director</p>	<p>As requested</p>	<p>Ongoing</p>

SCOPE OF WORK FOR Website Content Provider Contract

Services Required: The Web site content provider will work with the Executive Director and other SECOORA staff and contractors to develop content for a Web site that will build awareness of the organization in a simplified, easy to use site; freshen the look of the site with graphic elements; and support current functionality that works well for users. The following tasks and deliverables must be provided in the timeline proposed. Please note that contractors that are able to begin immediately and complete the work within 90 to 120 days will be ranked higher than those that cannot, with other factors being equal.

Tasks	Deliverables	Schedule (from Contract Initiation)
1. Scoping meeting with SECOORA to discuss contract deliverables and develop a work plan.	Draft Work plan Meeting with SECOORA staff Final Work plan	7 days 14 days 21 days
2. Provide Web site Developer with an outline for navigation and all major components of the various sections of the site.	Outline of Major Elements.	30 days
3. Provide text to populate outline and all content-based graphics for the external site.	Document detailing text, images, and documents to be posted on the sections of the site	75 days
4. Work with SECOORA's Committees to develop pages for each group with relevant members, documents, and contact information for the members-only section of the site.	Document detailing text and documents to be posted on the members section of the Web site.	90 days
5. Contact all SECOORA data providers and members to compile a list of all data to be included in the site.	A list of the data with short descriptions and links.	90 days
6. Present an overview of the Web re-design to the Members Meeting and describe review process.	Web site Presentation	120 days
7. Conduct a formal review of the draft Web site with a committee defined by SECOORA staff. Compile comments and provide SECOORA Executive Director feedback on how they can be addressed. Work with Web site Developer to integrate feedback.	Summary report of review comments, recommended action, and results.	130 days
8. Aid in the development of critical training elements to provide SECOORA on how to update and manage content. Attend and assist in training session.	Training meeting	165 days

SCOPE OF WORK FOR Website Developer Contract

Services Required: The Web site developer will work with the Executive Director and other SECOORA staff and contractors to deliver a Web site that will build awareness of the organization in a simplified, easy to use site; freshen the look of the site with graphic elements; and support current functionality that works well for users. The following tasks and deliverables must be provided in the timeline proposed. Please note that contractors that are able to begin immediately and complete the work within 90 to 120 days will be ranked higher than those that cannot, with other factors being equal.

Tasks	Deliverables	Schedule (from Contract Initiation)
1. Scoping meeting with SECOORA to discuss contract deliverables and develop a work plan.	Draft Work plan Meeting with SECOORA staff Final Work plan	7 days 14 days 21 days
2. Prototype two distinct designs of a new site, based on navigational elements provided by SECOORA, for staff to choose from.	Two sets of images with options for a new look for the Web site.	45 days
3. Develop Web applications as defined in scoping meeting, to include, but not limited to: search functions, forms, login and security for members, and a content management system that SECOORA staff can use to maintain content and upload documents and images.	Forms and other applications defined in Work Plan.	75 days
4. Work with SECOORA's partners who maintain the Web servers to place framework and applications onto SECOORA's web server.	Deploy all applications to SECOORA servers for review. Graphics to support site.	90 days
5. Work with SECOORA staff and web site redesign content provider to transfer content to the new framework.	Draft Web site with content.	105 days
6. Develop a presentation highlighting the changes made to the site, and technologies being used to be delivered at Members Meeting.	Presentation	105 days
7. Work with SECOORA staff to integrate feedback from a review process. Provide timelines and cost analysis for any comments beyond the scope of the current redesign.	Summary report of changes made based on review.	150 days
8. Provide a training session/program to SECOORA on how to update and manage content.	Training meeting	165 days
9. Finalize Web site	Code delivered /functional site	180 days