

Image Credit: Pedro Matos-Llavona



SECOORA
Southeast Coastal Ocean Observing
Regional Association

SECOORA BOARD MEETING

May 19, 2015, Jacksonville FL

10am – 2:30pm

Internet Name: Hyatt Meeting | Username & Password: noaa2015



#Secoora15AnnualMeeting



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Board Meeting Agenda

10:00am – 10:15am	Welcome (Conrad Lautenbacher, SECOORA Chair)
10:15am – 10:45am	Treasurer Report (Peter Hamilton, SECOORA Treasurer)
10:45am – 11:15pm	IOOS Proposal (Debra Hernandez, SECOORA Executive Director)
11:15am – 11:45pm	SECOORA DMAC (Vembu Subramanian, SECOORA RCOOS Manager) <ul style="list-style-type: none">• Rob Bochenek, Information Architect, CEO, Axiom Data Science, LLC
11:45am – 12:00pm	Future Meetings (Conrad Lautenbacher, SECOORA Chair)
12:00pm – 12:30pm	Lunch
12:30pm – 1:00pm	Membership Enhancement (Conrad Lautenbacher)
1:00pm – 1:30pm	By-law Review (Mitch Roffer, Governance Committee Chair)
1:30pm – 2:00pm	Board Goals for 7/15 - 6/16
2:00pm – 2:30pm	SOCAN Briefing (Scott Noakes, University of Georgia)
2:30pm	Adjourn

Minutes

- December 19, 2014
- March 12, 2015

VOTE

TREASURER REPORT

Peter Hamilton, SECOORA Treasurer



Update FY15 Budget as of 3/31/15

	Last Year Actual March 2014	Current Year Actual March 2015	Annual Budget	Budget Balance Remaining as of 3/31/15	% To Be Collected / % of Expenses Remaining as of 3/31/15
INCOME					
Core Grant Revenue	32,055.47	32,642.70	449,755.00	128,931.74	
Membership Dues			37,000.00	1,500.00	
Other Revenue	1,000.00	1,000.00		(1,000.00)	
TOTAL INCOME	\$33,055.47	\$33,642.70	\$486,755.00	\$129,431.74	26.59%
EXPENSES					
Personnel Expenses			375,325.00	107,303.24	28.59%
Salaries	23,883.41	23,987.86			
Benefits & Mandates	6,442.24	6,437.35			
Contract Services	1,693.29	240.22	25,530.00	2,124.18	8.32%
Education & Outreach				(1,276.00)	
Travel	3,596.20	2,507.74	42,000.00	25,717.27	61.23%
Expendable Supplies	1,428.10	340.40	4,000.00	1,566.83	39.17%
Dues & Subscriptions			5,000.00	0	0.00%
Other Expense					
Tort Liability Insurance	137.17	137.17	1,900.00	665.47	35.02%
Office Expenses	742.20	433.98	8,000.00	1,378.57	17.23%
Other Contingency expenses	10.00	10.00	5,000.00	4,527.98	90.56%
Reserve			20,000.00	20,000.00	100.00%
TOTAL EXPENSES	\$37,932.61	\$34,094.72	\$486,755.00	\$162,007.54	33.28%
Net Income (Loss)	\$(4,877.14)	\$(452.02)			

SECOORA Subcontract Report

(Generated on 4/16/15)

	A	B	C	D	E	F	G	H	I	J
	Contract Number	Institution	PI	Subcomponent	Total Award Amount	Invoices Received To Date	Amount Remaining in Award	Start Date	End Date	Extension
1										
2										
3	IOOS YEAR 3									
4	IOOS.11(033)UNCCH.HS.DMAC.3	UNCCH	Harvey Seim	DMAC	\$24,752.00	24,386.22	365.78	9/1/13	8/31/14	02/28/15
5	IOOS.11(033)NCSU.RH.MOD.3	NCSU	Ruoying He	MOD	\$124,797.00	111,999.88	12,797.12	9/1/13	8/31/14	08/31/15
6	IOOS.11(033)UNCCH.HS.OBS.3	UNCCH	Harvey Seim	OBS	\$104,287.00	82,926.49	21,360.51	9/1/13	8/31/14	08/31/15
7	IOOS.11(033)UNCW.LL.OBS.3	UNCW	Lynn Leonard	OBS	\$350,588.00	271,631.34	78,956.66	9/1/13	8/31/14	08/31/15
8	IOOS.11(033)USF.ML.OBS.3	USF	Mark Luther	OBS	\$49,557.00	46,328.55	3,228.45	9/1/13	8/31/14	02/28/15
9	IOOS.11(033)UGA/SkIO.DS.OBS.3	UGA/SkIO	Dana Savidge	OBS	\$104,286.00	90,556.54	13,729.46	6/1/13	5/31/14	05/31/15
10	IOOS.11(033)USC.GV.OBS.3	USC	George Voulgaris	OBS	\$104,286.00	102,909.36	1,376.64	9/1/13	8/31/14	08/31/15
11	IOOS.11(033)UGA.SN.OA.3	UGA/OA	Scott Noakes	OA	\$104,661.00	90,253.01	14,407.99	9/1/13	8/31/14	02/28/15
12										
13	IOOS YEAR 4									
14	IOOS.11(033)USC.DP.DMAC.4	USC	Dwayne Porter	DMAC	\$190,393.00	\$25,425.10	164,967.90	6/1/14	5/31/15	no
15	IOOS.11(033)NCSU.LX.MOD.4	NCSU	Lian Xie	MOD	\$25,000.00	\$0.00	25,000.00	9/1/14	8/31/15	no
16	IOOS.11(033)NCSU.RH.MOD.4	NCSU	Ruoying He	MOD	\$130,066.00	\$15,775.65	114,290.35	9/1/14	8/31/15	no
17	IOOS.11(033)USC.DP.MOD.4	USC	Dwayne Porter	MOD	\$64,977.00	\$14,726.11	50,250.89	6/1/14	5/31/15	no
18	IOOS.11(033)ROFFS.MR.MOD.4	ROFFS	Mitch Roffer	MOD	\$73,903.00	\$55,427.25	18,475.75	6/1/14	5/31/15	no
19	IOOS.11(033)UF.PS.MOD.4	UF	Peter Sheng	MOD	\$25,000.00	\$17,537.12	7,462.88	6/1/14	5/31/15	no
20	IOOS.11(033)UNCCH.HS.OBS.4	UNCCH	Harvey Seim	OBS	\$130,384.00	\$0.00	130,384.00	9/1/14	8/31/15	no
21	IOOS.11(033)UNCW.LL.OBS.4	UNCW	Lynn Leonard	OBS	\$365,971.00	\$36,159.83	329,811.17	9/1/14	8/31/15	no
22	IOOS.11(033)USF.ML.OBS.4	USF	Mark Luther	OBS	\$52,484.00	\$0.00	52,484.00	9/1/14	8/31/15	no
23	IOOS.11(033)UGA/SkIO.DS.OBS.4	UGA/SkIO	Dana Savidge	OBS	\$110,383.00	\$12,995.38	97,387.62	6/1/14	5/31/15	no
24	IOOS.11(033)UM.LS.OBS.4	UM	Nick Shay	OBS	\$151,964.00	\$99,216.30	52,747.70	6/1/14	5/31/15	no
25	IOOS.11(033)USC.GV.OBS.4	USC	George Voulgaris	OBS	\$110,383.00	\$10,397.01	99,985.99	9/1/14	8/31/15	no
26	IOOS.11(033)USF.BW.OBS-HFR.4	USF	Bob Weisberg	OBS-HFR	\$151,963.00	\$124,021.73	27,941.27	6/1/14	5/31/15	no
27	IOOS.11(033)USF.BW.OBS-MOOR.4	USF	Bob Weisberg	OBS-MOOR	\$169,759.00	\$141,102.80	28,656.20	6/1/14	5/31/15	no
28	IOOS.11(033)UGA.SN.OA.4	UGA/OA	Scott Noakes	OA	\$35,426.00	\$17,096.21	18,329.79	9/1/14	8/31/15	no
29	IOOS.11(033)UDEL.WC.OA.4	UDEL/OA	Wei-Jun Cai	OA	\$67,232.00	\$49,123.63	18,108.37	9/1/14	8/31/15	no
30										
31										
32	SECOORA SUBCONTRACTORS									
33	Product Development Support Services - Second Creek Consulting					\$56,000.00	51,333.37	4,666.63	1/15/14	1/15/15
34	Model Skill Assessment Contract - Filipe Fernandes					\$32,000.00	15,995.20	16,004.80	5/1/14	4/30/15

SECOORA Membership Dues Report

(As of March 31, 2015)

SECOORA MEMBERSHIP REVENUES AND EXPENSES - CASH ON HAND REPORT

	FY08 - FY11	FY12	FY13	FY14	FY15 AS OF 03/31/15	Total
Revenue						
Membership Dues	159,000.00	41,250.00	40,000.00	38,000.00	35,500.00	
Registration / Sponsorships	1,075.00	4,900.00		1,500.00	1,500.00	
Miscellaneous		230.68	1,947.79	(2.00)		
Total Revenue	160,075.00	46,380.68	41,947.79	39,498.00	37,000.00	324,901.47
Expenses						
5% DH Salary and Benefits	7,412.35	6,678.71	6,311.65	6,312.79	4,780.80	
Travel / Meeting	5,788.03	4,265.26	4,191.44	4,468.90	6,725.48	
NFRA Membership Dues	500.00	500.00	1,000.00	500.00	500.00	
Expendable Supplies	246.00		152.61	147.50	86.00	
Legal	2,525.00					
Returned Dues (2 checks were submitted)	1,000.00			1,000.00	2,276.00	
Education / Outreach	748.00	(1,172.50)				
Bank Fees	414.09					
Contract Services	700.00					
Insurance - Liability, Health, Workers Comp	2,074.38	742.50				
Charleston County (Property Tax) / State (Filing Fees)	683.95					
Contingency	0.00			1,291.52		
Accounting Adjustment by Elliott Davis - Expendable Supplies	(2,151.61)					
Total Expenses	19,940.19	11,013.97	11,655.70	13,720.71	14,368.28	70,698.85
Income/(Loss)	140,134.81	35,366.71	30,292.09	25,777.29	22,631.72	254,202.62
EMERGENCY FUND (SECOORA Operating Expenses)						200,000.00
CURRENT NON RESERVED CASH BALANCE						54,202.62

Image Credit: Pedro Matos-Llavona



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IOOS PROPOSAL PROCESS

Debra Hernandez, SECOORA Executive Director



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IOOS Proposal - Process

Topic Area 1: "Implementation and Development of Regional Coastal Ocean Observing Systems" in the FY 2016 U.S. IOOS FFO

- **Ad Hoc Committee:** September – November, 2014
 - **Board approved** the process and documents on Dec. 9
- Review Panel Selection: December 2014
 - Board Nominated and Voted on Review Panel Members
 - **Art Miller**, Scripps, UC San Diego
 - **Paul Gaffney**, Vice Admiral USN (Ret.), President Emeritus Monmouth University
 - **Jim O'Donnell**, Department of Marine Sciences, University of Connecticut
- **IOOS FFO Released:** February 11
- **Request for LOIs:** February 20 - March 23
- **Review Panel In-Person Meeting:** April 15
 - Choose LOIs
 - Develop Proposal Framework
- **ExCom Meeting to Review Framework and Selected PIs:** April 27
- Notify PIs: April 29
- **PI In-Person Writing Team Meeting:** May 18

Proposal Process

18-May	Writing Team In-person Workshop	
8-Jun	Deadline for Draft Proposal	
22-Jun	Deadline for comments from Board	
29-Jun	Final Draft of Proposal	
29-Jun	Final Executive Committee Approval of Proposal	
13-Jul	Proposal Submission	Sooner if no other Executive Committee Comments.

*Dates are subject to change

“After approval by the Executive Committee, it will be the responsibility of the proposal writing team to utilize the Framework to develop the full proposal and **deliver the final proposal for review, comment and affirmation by the SECOORA Board.**”

Board Approved Review Panel Terms of Reference

Proposal Framework

Overarching Principles:

- Provide hope for improving (growing) the system,
- Recognize ongoing depreciation, and the need for inflationary increases to core operations,
- Reward and value the significant leveraging currently being provided by SECOORA members and partners.

Review Panel recommendations for the inclusion of projects in the proposal reflect the above principles.

Recommendations

The SECOORA IOOS proposal should have the following features:

- regional coverage of a diverse area;
- highest user interest, especially buoy and tower data on which citizens, decision-makers and scientists have come to depend;
- cross-state and intra-regional cooperation; and,
- maintenance of critical in-water infrastructure, its data connectivity to shore and proven technical talent.

IOOS Proposal- Topic Area 2

Topic Area 2: “National Scale Efforts Toward Evaluation of Observing Technologies” in the FY 2016 U.S. IOOS FFO

- IOOS FFO: Validation and Verification of Observing Technologies
- Request for LOIs: March 11 - April 15 (Two received)
- Anticipated Number of Awards : ONE
- Funding Amount/Period: 1 – 3 Million per year/ Five Year
- Salient Points:
 - Test and Evaluate Sensors in different environments (Field and Lab Environments)
 - Responds to testing activity included in National Waves Plan and/or National Surface Current Mapping Plan
 - Can apply results to multiple regions nationally
 - Builds Capacity related to the use of sensors for COOS
- Next Steps: Review of received LOIs against the FFO requirements; Determine the fit with SECOORA capabilities; Make decision to submit a proposal
- Time Frame, if decide to go ahead – June 1 – August 15, 2015

SECOORA DMAC

Vembu Subramanian, SECOORA RCOOS Manager



SECOORA DMAC

- Transition Process
- Introduction to Axiom Data Science, LLC
 - Rob Bochenek, Information Architect, CEO

Image Credit: Pedro Matos-Llavona



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FUTURE MEETINGS

Conrad Lautenbacher, SECOORA Chair



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Future Meetings

- July Board Call / Officer Elections
- 2016 Annual Meeting Dates / Location
- December 2015 Board Meeting Dates (Charleston, SC)

LUNCH

12:00pm – 12:30pm



Membership Enhancement

- Member Recruitment
- Board Recruitment (Competitive Elections)
- Write-in Option for Board Elections

BY-LAW REVIEW

Mitch Roffer, Governance Committee Chair



Governance Committee Members

Members

- Marcel Reichert, South Carolina Department of Natural Resources
- Lynn Leonard (B), University of North Carolina at Wilmington
- Manhar Dhanak, Florida Atlantic University-SeaTech
- Mitch Roffer (B), ROFFS, Inc.

Staff

- Megan Lee, SECOORA

By-law Review - Question #1

- **QUESTION:** Does the Governance Committee think we need to amend the by-laws to allow the former chair of Executive Committee to sit on the Executive Committee even if he/she is no longer a Board member?
- **ANSWER:** No.

By-law Review - Question #2

- **QUESTION:** Do we need to amend the by-laws to reflect how the committees currently operate? Does the Governance Committee think that SECOORA is in violation of the by-laws for some of the standing committees to NOT exist?
- **ANSWER:** No. However, the Stakeholder Advisory Council needs to become more active.

Stakeholder Advisory Council Ideas

- Former/Current Board Members Driven and Not Staff Driven
- Governor South Atlantic Alliance (GSAA) becomes the Council

By-law Review – Name Change

- By-law Amendment for a Name Change (Article V, Section 3):
 - Replace the words “National Federation of Regional Associations” with “IOOS Association”

VOTE

Image Credit: Pedro Matos-Llavona



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BOARD GOALS: JULY 2015 – JUNE 2016

Conrad Lautenbacher, SECOORA Chair



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Board Goal: Strategic Plan

Existing Plans

- Business Plan (June 2007, 102 pp.)
- Strategic Priorities Plan (Jul. 15, 2010, 18 pp.)
- Build-out Plan (Dec. 2011, 10 page Excel)

Future Plans:

- Strategic Operational Plan (Certification req't.)

GLOS Strategic Framework 2016-2020

Mission

The mission of GLOS is to link providers and users of data, information, and knowledge in the Great Lakes and St. Lawrence River basin in a way that supports sound decision making in the best interests of the resource and the public.

Vision

The vision for data, information, and knowledge in the Great Lakes and St. Lawrence basin is that it will be of high quality, reliable, and fully available to all those who need and want it in a user friendly system.

The NERACOOS Strategic Framework 2014

Mission

Produce, integrate and communicate high quality information that helps ensure safety, economic and environmental resilience, and sustainable use of the coastal ocean.

Core Values

1. **better understanding** the coupled coastal-ocean system is necessary for sustained use.
2. being **end-user driven** and providing **open access to high-quality information**.
3. being **neutral** and **science-based**.
4. **collaborating** and providing **leadership** in support of regional, national & international coastal ocean observing and modeling.
5. **educating** people so they can better understand their connection with the ocean.
6. **cultivating innovation and the next generation** of ocean professionals and tools

Vision

Deliver high quality information relied upon to protect lives and property, empower coastal economies and improve the health of our oceans.

Strategic Goals

- build a stronger brand
- understand and meet key stakeholder coastal ocean information needs
- cultivate coastal ocean stewards and professionals
- diversify and expand funding and support

RA Strategic Plans

NERACOOS: The NERACOOS Strategic Framework

Strategic Goals

Neracoos will:

- build a stronger brand
- understand and meet key stakeholder coastal ocean information needs
- cultivate coastal ocean stewards and professionals
- diversify and expand funding and support

GLOS

Engaging the Private Sector in the Great Lakes Observing System

*A Structured Program for Building Awareness and Generating Revenue
to Better Serve the Great Lakes Community*

Board Goals: July 2015 – June 2016

- Strategic Planning

- “A strategic plan looks at all the things your small business could do and narrows it down to the things it is actually good at doing. A strategic plan also helps business leaders determine where to spend time, human capital, and money.”

- <http://www.forbes.com/sites/aileron/2011/10/25/five-steps-to-a-strategic-plan/>

5 Steps to a Strategic Plan (Aileron, Forbes.com)

1. Determine where you are.
2. Identify what's important.
3. Define what you must achieve.
4. Determine who is accountable.
5. **Review. Review. Review.** It's not over. It's never over. To ensure the plan performs as designed, you must hold regularly scheduled formal reviews of the process and refine as necessary. We suggest at least once a quarter.

<http://www.forbes.com/sites/aileron/2011/10/25/five-steps-to-a-strategic-plan/>

Adjourn

BACK-UP SLIDES



Recommendations (at \$4M)

- Add sensors to obs system to address changing pH
- Provide key data related to offshore energy development
- Add observations to expanding ports
- Support HAB forecasting