

COLORADO ASSOCIATION OF STORMWATER AND FLOODPLAIN MANAGERS

2480 W. 26th Ave., Suite 156-B

Denver, CO 80211

www.casfm.org



Date/Time: Thursday, May 12, 2016, 9:00 AM

Hosted by: City of Loveland

Location: 2525 W. 1st Street, Loveland

GENERAL MEMBERSHIP MEETING MINUTES:

I. **Call to Order** – *Shea Thomas*

- A. Introductions – Sign in sheet attached
- B. Shea Thomas – UDFCD – CASFM Chair
- C. Brian Murphy – CDM Smith – CASFM Vice Chair
- D. Danny Elsner – CH2M – CASFM Secretary
- E. Brad Bettag – CH2M – CASFM Treasurer
- F. Brian Varrella – CDOT – CASFM Northeast Region Representative
- G. Drew Beck – Matrix – CASFM Metro Denver Representative
- H. Robert Krehbiel – Matrix – CASFM Annual Conference Chair
- I. Stuart Gardner – CDOT – CASFM Webmaster (on the phone)
- J. Sarah Houghland – Michael Baker – CASFM Conference Program Coordinator
- K. Craig Jacobson – ICON – CASFM Outreach & Training Committee Co-Chair (on the phone)
- L. Alan Turner – CH2M – CASFM Outreach & Training Committee Co-Chair (on the phone)
- M. Julia Traylor – Wright Water Engineers – CASFM Conference Field Trip Coordinator
- N. Holly Piza – UDFCD – CASFM Stormwater Quality Chair (on the phone)
- O. Kevin Houck - CWCB
- P. Stephanie DiBetitto – CWCB
- Q. Eric Lessard – City of Loveland
- R. Chris Carlson – City of Loveland
- S. Shane Depinto - ESRI
- T. Jeremy Deischer (on the phone)
- U. Tiffany McEachen (on the phone)
- V. Tina Kurtz (on the phone)
- W. Ben Liu (on the phone)
- X. Betsy Suerth (on the phone)
- Y. Carrie Gudorf (on the phone)

II. **Secretary Report** – *Danny Elsner*

- A. Handed out General Meeting Minutes from March 10, 2016 meeting
- B. Moved to approve and passed unanimously

III. **Treasurer Report** – *Brad Bettag*

- A. Reviewed Balance Sheet (See attached)
- B. Reviewed Profit and Loss (See attached)
- C. Minor items discussed regarding expenses since last meeting
- D. Moved to approve and passed unanimously

IV. **Research Funds Request** – *Shea Thomas*

- A. Holly Piza presented the Stream Academy led by the Colorado Riparian Association
- B. Eight one-day classes about 1 to 2 months apart
- C. Going through the design of open channels for education
- D. Most of the instructors are donating their time

OFFICERS

Chair	Vice Chair	Secretary	Treasurer
Shea Thomas, PE	Brian Murphy, PE, CFM	Danny Elsner, PE, CFM	Brad Bettag, PE
Urban Drainage & Flood Control Dist.	CDM Smith	CH2M	CH2M
2480 West 26 th Ave., Suite 156-B	555 17 th Street, #1100	9189 S. Jamaica St.	9189 S. Jamaica St.
Denver, CO 80211	Denver, CO 80202	Englewood, CO 80112	Englewood, CO 80112
(303) 455-6277	(303) 383-2429	(720) 286-4107	(720) 286-5326
stthomas@udfcd.org	murphybm@cdmsmith.com	danny.elsner@ch2m.com	bbettag@ch2m.com



- E. Start in July 2016 to May 2017
- F. Participants have been invited to mix government agencies and consultants
- G. Money will go towards handouts and lunches as well as seed money to continue for next year
- H. Would have them present at CASFM Conference and would also ask for an executive summary
- I. Opportunities for future involvement by CASFM were discussed.
- J. Asking for \$2000 from training budget
- K. Motion for \$2000 from training budget was presented and passed unanimously pending submission of executive summary for all classes and a presentation at the 2016 CASFM Conference. Possible further involvement with the Stream Academy by CASFM will be discussed at a later date.

V. Stormwater Quality Committee Update – Holly Piza

- A. Meet quarterly
- B. July 19th field trip
 - 1. Working on the agenda for the field trip - will go from Denver to Fort Collins and back
 - 2. Added a member of the Stormwater Quality Committee to the Annual Conference Committee to assist with reviewing abstracts related to stormwater quality
- C. Rocky Mountain Water Environment Association – regional organization under WEF – have contacted the committee as they might want to start their own stormwater quality committee
- D. Discussed having more water quality within the tracts at the CASFM Conference

VI. Conference Planning – Robert Krehbiel

- A. Technical Paper Abstracts
 - 1. Deadline was April 29th.
 - 2. Received over 50 Technical Paper abstracts. No Workshop abstracts received.
 - 3. Need workshops for Tuesday and Friday. Looking at a mix of presentations in lieu of workshops, or SRH modeling by Scott Hogan, or HEC-RAS 5.0
 - 4. Sarah Houghland has started grouping the presentations which may take into next week to finish the tracts.
 - 5. Possible CRS forum for presentations on Friday morning
 - 6. Call for Registration will go out mid-July
- B. Invited speaker update
 - 1. Chad Pegracke is our Wednesday keynote speaker
 - 2. Dave Skuodas is possibly featured speaker for Thursday speaker on how to be a good client. Possible TED talks style (with 5 minutes per speaker) with Questions and Answers for professional development tract or centered around subject of multi-disciplinary team building.
- C. Theme
 - 1. “Making a Difference”
- D. Field Trip Options discussed by Julia Traylor
 - 1. Hike/Chair Lift to visit a cloud seeder and a weather station
 - 2. Trip to Peanut Lake (10 min) for discussion on the restoration
 - 3. Possible combination with horseback riding
 - 4. Mountain bike trip
- E. Entertainment
 - 1. Suggestion for a Blue Grass band to allow for networking during this time
- F. Vendor deadline will be early to mid-August – Deb Ohlinger coordinating

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VII. Social Media Presentation – Emily Murphy Siem/Lisa Lauver (presented by Brian Varrella)

- A. Discussed the latest survey on social media emailed to all CASFM members
- B. Social media guidelines adopted by the Board are still relevant
- C. Discussed measurable goals going forward with growth in membership and posts/tweets
- D. Recommendations
 - 1. Maintain current Twitter feed as outreach to non-CASFM groups and individuals
 - 2. Offer more education & material on LinkedIn
 - 3. More emphasis on the cover page of our website
 - 4. Any future expansion should focus on Facebook

VIII. CASFM Summer Picnic – Drew Beck

- A. Bike along South Platte, visits sites with discussion, and then picnic. (Possibly food trucks)
- B. Family orientated – assume attendees can bring their own bike (no b-cycle delivery)
- C. Around 4 mile round trip
- D. Drew is considering late June/early July for the picnic
- E. Possible Saturday event or weeknight event. Straw poll was split between weekend versus weeknight date.

IX. ASFPM Update – Brian Varrella

- A. Budget is balanced
- B. Feels fiscally responsible
- C. June 2016 Conference is in Grand Rapids, MI
- D. 2017 Conference will be hosted in Kansas City, MO.

X. Other Business – Shea Thomas

- A. Brochure update
 - 1. PDF of draft brochure is on the website (click on About CASFM page)
 - 2. Still working on content; considering adding Mission Statement to include previous policy statements that are no longer on the About CASFM page
- B. Floodplain Management Committee Chair
 - 1. Vacant
 - 2. Jamie Prochno is no longer with CWCB and moving out of state
 - 3. Stephanie DiBetitto has volunteered to help with proctoring and teaching the CFM test in 2016
 - 4. Continue to look for a new chair (Shea will send out an email to those on the Floodplain Management Committee list of 86 members first to request a volunteer)
- C. Awards Coordinator
 - 1. Vacant after this year
 - 2. Need to discuss within the Annual Conference Committee
- D. Mission statement – tabled
 - 1. Shea wants to create a Mission Statement and Vision Statement and add to the CASFM Brochure
 - 2. Brian V. reminded Shea the CASFM business cards have an abbreviated mission statement that can be used as a starting point.
 - 3. Brian M. will put together a draft mission statement and vision statement for review during the next meeting.
- E. Budget for committees – tabled

XI. Upcoming Events – Shea Thomas

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- A. May 19/20 – Street Hydraulics, Inlet Sizing and Sewer Design
- B. May 24-26 – WMS Training at FHWA (Denver); *emailed out this morning to General Membership*
- C. June 13-15 – HEC-RAS 2D Course (Grand Junction)
- D. June 19-24 – ASFPM Annual National Conference (Grand Rapids, MI)
- E. June 23-24 – Introduction for EPA SWMM 5.1

XII. Next Meeting – July 15 at The Village at Breckenridge (tour afterwards) – 11am, with lunch

XIII. Adjourn

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GENERAL MEMBERSHIP SIGN IN SHEET:

Name	Company	Email
DANNY ELSNER	CH2M	danny.elsner@ch2m.com
Stephanie DiBettito	CWCB	stephanie.dibettito@state.co.us
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Sarah Houghland	Baker	shoughland@mbakerintl.com
Chris Carlson	City of Loveland	Chris.Carlson@cityofloveland.org
Brian Varrella	CDOT	brian.varrella@state.co.us

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Location: 2525 W. 1st Street, Loveland

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Name	Company	Email
Dan Evans	City of Fort Collins	daeuvans@fcgov.com
SHANE DEPINTO	ESRI	SDEPINTO@ESRI.COM
Drew Beck	Matrix	drew_beck@matrixdesigngroup.com
Robert Krehbiel	Matrix	Robert_Krehbiel@matrixdesigngroup.com
Kevin Hurd	AWCB	kevin.hurd@state.co.us

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Committee and Regional Representatives Reports

May 12, 2016

CRS – Marsha Hilmes-Robinson

At the last CRS committee meeting, we had a presentation by Diana Herrera, Insurance Specialist for FEMA Region VIII, concerning Flood Insurance and the CRS. A response to the CASFM CRS Comment letter is expected from the CRS Task Force in July. We have heard the letter was very well received.

Next CRS Committee Meeting:

June 9, 2016

10 AM-Noon (lunch following)

UDFCD Board Room

Scholarship – Jacob James

Nothing new to report.

Floodplain Management – vacant

No report.

Flood TAP – Brian Varrella

Agencies are meeting every 2 months to update one another on regular operations and new initiatives and programs. The Disaster Response Toolkit has lost some momentum lately and is being reevaluated in early June. The most recent meeting was May 9 and the next meeting will be July 18.

Outreach & Training – Alan Turner, Craig Jacobson

1. Our social media outreach group successfully completed a survey for the social media and outreach. Attached are the survey results from our social media survey. Some highlights:
 - a. The vast majority of respondents currently interface with CASFM via the website and LinkedIn.
 - b. 77% of respondents use Facebook more than once per week.
 - c. 77% of respondents use LinkedIn once per week.
 - d. 25% of respondents use Twitter more than once per week.
 - e. 25% of respondents use Instagram more than once per week.
 - f. In terms of content, it appears that people are pretty varied with regard to what they want to hear about on social media. For twitter, the most popular categories (all over 20%) are CASFM updates, Colorado updates, Regional updates, social engagement opportunities, and continuing education opportunities. For LinkedIn, the most popular categories (all over 30%) include CASFM updates, CASFM member firm updates, Colorado updates, Regional updates, national updates, white papers/presentations, social engagement opportunities, and continuing education opportunities) (p. 5-8).
 - g. Additional comments section shows excitement about social media and general interest in Facebook.
 - h. There are a few people who are concerned about overuse and a few who just use email, but general feedback is excited and positive.
2. Our training committee has continued to have success with the HEC-RAS 5.0 class on the western slope



Below is a summary on the 3-day HEC-RAS 2D training event to be held in Grand Junction on June 13-15.

- a. We currently have 20 of the 25 spots filled.
- b. 19 registered prior to April 15 at our discounted rate of \$550. 1 registered at full price since then at \$600.
- c. Our gross revenue is \$11,050.
- d. Our expenses total \$10,621.90 (\$9,010 for WEST Consultants and \$1,611.88 to Two Rivers Convention Center).
- e. Therefore, our estimated net at this time is +\$428.12.
- f. Our refund policy allowed full refunds (less \$25) through May 10 and 50% refunds through May 31. So there is still potential for this to change as more register or if refunds are requested..
3. Our Committee discussed Supporting the Urban Stream Academy and The Community Outreach group would like to support this at \$2,000.
4. We discussed the content on the website which includes:
 - i. A history and timeline of previous officers
 - ii. A history and timeline of all CASFM Conference Material
- a. Suggest simplifying to Program, Pictures and Presentation
- b. Need a way to search through presentations on website
 - A history and timeline of all CASFM Back Calendars
 - A library
- c. The Library would be good if it were searchable (future upgrade?)
 - Has a history of All CASFM Awards and some award presentations
- d. The CASFM Awards would be good if they were searchable (future upgrade?)
 - A history and timeline of all Bylaws and History of Bylaws
 - A history and timeline of all Committee information
 - A history and timeline of all Lunch and Learns
- e. Our group has come to the conclusion that updating the website by volunteers is likely going to be too much or take a substantial amount of time.
- f. We have reached out to Josh McCowen from Lofty Goals – The Company that completed the UDFCD Website, to understand cost. He Mentioned that at a minimum it would be \$8,000 but looking at our website and understanding the content. The expect cost would be between \$10,000 - \$20,000. This is just spit balling but gets us understanding where we stand.
- g. Currently our website is not mobile compatible so with more people accessing it by mobile device it is important from a communication stand point to update in this direction.
- h. This is something we could own and maintain after it is upgraded but may need to look at carrying a budget item forward to help supplement the time of a person to keep the website up to date.
- i. Even if we started the transformation of the website today it likely would not be done by the conference which was a goal of our group.
- j. We would like to discuss with the board the direction we should head with this. Specifically the cost and how we should approach hiring a company to update the website.
5. We had a community Outreach and Training Committee Meeting at Icon on April 15, 2016 at the Icon Offices where all the above information was discussed.
6. We are currently looking for additional Support for the Lunch and Learn Sessions.

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Membership & Website – Stuart Gardner

Membership: 847

Registration Software: I used Formstack to set up the April Lunch and Learn. Like all systems, it has its issues and shortcomings, but it's far superior for our needs than Regpacks. As soon as the HEC RAS 2D course is finished, I will drop Regpacks and move forward with Formstack for our registration needs. I've already got the Annual Conference registration mostly set up, and the conference vendor registration is set up and ready to go. Other upcoming events include the Stormwater Quality Field Trip and the July Lunch and Learn.

Website: The About link now opens up the pdf brochure.

Metro Region – Drew Beck

The Metro region is in the process of planning another joint event with CRA for a summer bike ride/picnic along the South Platte River (late June or early July). The short ride (4.5 miles roundtrip) will tour several restoration and parks projects along the river (Johnson Habitat, Pasquinel's Landing, Grant Frontier Park, etc.). The ride will start at Johnson Habitat Park and will end back at the park with a summer picnic. The ride will be relatively short so families are encouraged to join. We are in the process of negotiating with B-cycle to deliver bicycles for those who do not wish to transport their own bikes to the event. We are seeking feedback from members to solidify details so please contact me at drew_beck@matrixdesigngroup.com.

NE Region – Brian Varrella

The Metro & NE region hosted a combined social event with APA Colorado and the Colorado Riparian Association on March 3. The event showcased the \$70 million Emergency Watershed Protection (EWP) program effort initiated in the 2013 Flood zones in northeastern Colorado. The EWP team discussed their vision, goals, and funding available from the Natural Resources Conservation Service (NRCS) and their narrow timeline to complete all associated projects. Attendance from APA, CRA, and CASFM members was fantastic - we packed the house at C.B. & Potts in Westminster! The EWP program management team will be coming back in a year or two to give us an update on progress and share lessons learned. The next NE Region social might be hosted this summer. Any ideas for the next social are welcome!

NW Region – Betsy Suerth

The NW region is hosting a HEC-RAS 2D course at the Two Rivers Convention Center in Grand Junction June 13-15. I have attached the course ad. Rick Dorris has arranged for a block of CASFM rooms at the Fairfield Inn and Suites for \$124.95 per night located right next to the venue. The offer was supposed to expire on May 10, but I'll check on the status of those rooms and ask for an extension based on availability.

I am also working on coordinating additional classes/training in the Roaring Fork Valley this summer, so stay tuned for announcements.

SE Region – Keith Curtis

Had CAV 4/14 great fun, 9-5 no break for lunch?? Matt Buddie is Very thorough no feedback yet keeping our fingers crossed.

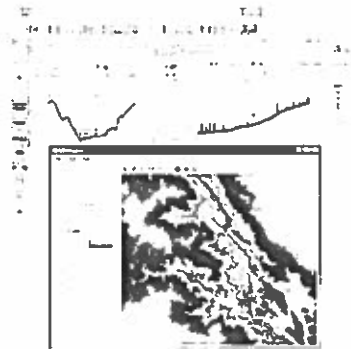
Working on CRS with Monica Bortolini, she is doing a great job helping me assemble 7 CRS submittals

planning a social as soon as the days get a little longer maybe end of May first of June
DFIRMS announced in the CFR , so we are into appeals period, one step closer

SW Region – Sam Samuelson

No report.

HEC-RAS 2D Training
June 13, 14 and 15, 2016
Two Rivers Convention
Center
Adobe/Escalante Rooms
Grand Junction, Colorado



CASFM is pleased to offer an intensive 3-day workshop that prepares water resources professionals to use the HEC-RAS (Hydrologic Engineering Center River Analysis System) for modeling two-dimensional (2D) unsteady flow applications. Dr. Ray Walton from WEST Consultants will lead this interactive small group training. Participants will learn how to approach and construct a 2D model for unsteady flow conditions, and to effectively view and analyze results.

WHO SHOULD ATTEND? Consulting engineers, water resource planners, engineers employed by local, state, or federal government agencies. Participants should have some experience in floodplain hydrology and hydraulics and HEC-RAS steady flow modeling. Familiarity with unsteady flow modeling will be helpful.

COURSE BENEFITS AND OUTCOMES: Participants will:

- Learn to use HEC-RAS to model 2D unsteady flow hydraulics.
- Get an overview of 2D flow theory and the differences between it and 1D modeling.
- Gain hands-on HEC-RAS experience by participating in practical computer workshops.
- Understand how to develop a stable and calibrated 2D flow model.
- Obtain valuable insights in methods for minimizing computation errors and instabilities for 2D unsteady hydraulic models.
- Learn from "real world" projects and applications.

COST: \$550 for early registration by April 15, 2016. \$600 after April 15, 2016

Refund Policy: A Full Refund (less \$25) is available through May 10, 2016. After that a 50% refund will be available through May 31, 2016. No refunds will be made after that time. Cancellation must be made by contacting Stuart Gardner at stuart.gardner@casfm.com.

DATES: June 13 – 15 **TIME:** 8 a.m. to 5 p.m. **LOCATION:** Two Rivers Convention Center, Adobe/Escalante Rooms, 159 Main St, Grand Junction, CO 81501

REMEMBER you must bring your own laptop. Refreshments and snacks will be provided during training. Lunch and dinner on your own.

REGISTRATION: Only 25 spots are available. Reserve your seat at www.Regpack.com/casfm

Attendees receive 12 CFM CECs. Contact Betty Suerth at betty.suerth@yahoo.com for information.

10:51 AM
05/03/16
Accrual Basis

Colorado Assn of Stormwater and Floodplain Managers, Inc.
Balance Sheet
As of April 30, 2016

	<u>Apr 30, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
10300 · 1st Bank Checking	68,588.71
10400 · 1st Bank CASFM Family Schshp	21,388.39
Total Checking/Savings	<u>89,977.10</u>
Total Current Assets	<u>89,977.10</u>
TOTAL ASSETS	<u>89,977.10</u>
LIABILITIES & EQUITY	
Equity	
30000 · Opening Balance Equity	45,815.00
31500 · Temp. Restricted Net Assets	20,000.00
32000 · Unrestricted Net Assets	-989.15
Net Income	<u>25,151.25</u>
Total Equity	<u>89,977.10</u>
TOTAL LIABILITIES & EQUITY	<u>89,977.10</u>

11:34 AM

05/03/16

Accrual Basis

Colorado Assn of Stormwater and Floodplain Managers, Inc.

Profit & Loss Budget vs. Actual

January through April 2016

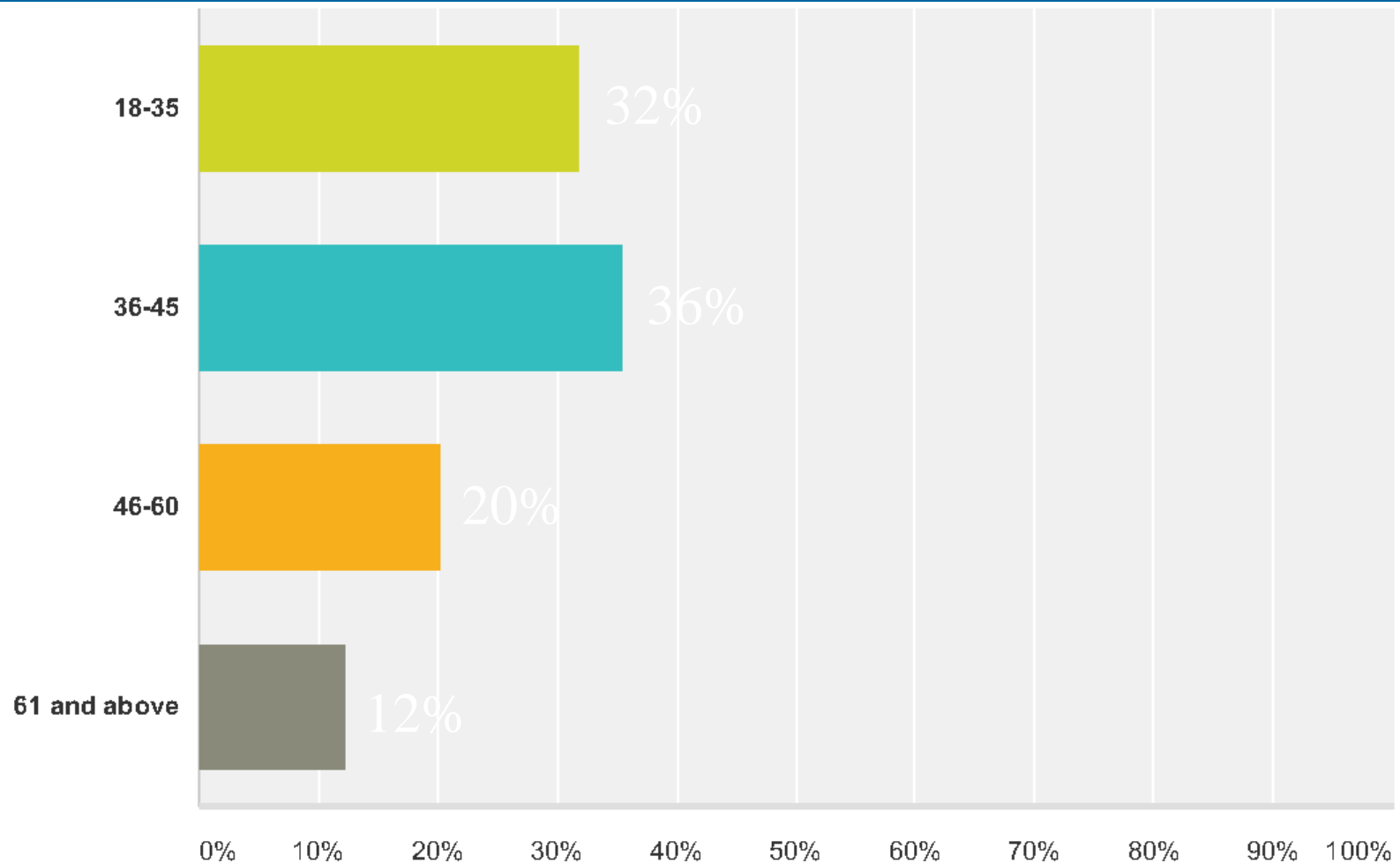
	Jan - Apr 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
43400 · Direct Public Support				
43410 · Corporate Contributions	0.00	2,000.00	-2,000.00	0.0%
43415 · Scholarships Contributions	4,000.00	4,000.00	0.00	100.0%
43460 · Undergrad Scholarship Donations	2,000.00	2,500.00	-500.00	80.0%
Total 43400 · Direct Public Support	6,000.00	8,500.00	-2,500.00	70.6%
45000 · Investments				
45030 · Interest-Savings, Short-term CD	5.87	50.00	-44.13	11.7%
Total 45000 · Investments	5.87	50.00	-44.13	11.7%
47200 · Program Income				
47230 · Membership Dues	15,880.00	17,500.00	-1,620.00	90.7%
47240 · Annual Conference Fees	0.00	105,000.00	-105,000.00	0.0%
47245 · Annual Conference Sponsorships	0.00	20,000.00	-20,000.00	0.0%
47250 · Workshops Fees				
47251 · Lunch & Learn Training	589.16	1,000.00	-410.84	58.9%
47260 · WQ Field Trip	0.00	2,200.00	-2,200.00	0.0%
47270 · UDFCD Conf Fees	0.00	20,000.00	-20,000.00	0.0%
47280 · Seminars/Training	10,395.00	17,500.00	-7,105.00	59.4%
Total 47250 · Workshops Fees	10,984.16	40,700.00	-29,715.84	27.0%
Total 47200 · Program Income	26,864.16	183,200.00	-156,335.84	14.7%
Total Income	32,870.03	191,750.00	-158,879.97	17.1%
Expense				
62100 · Contract Services				
62110 · Accounting Fees	340.00	2,000.00	-1,660.00	17.0%
62140 · Legal Fees	0.00	500.00	-500.00	0.0%
Total 62100 · Contract Services	340.00	2,500.00	-2,160.00	13.6%
62200 · Dues and Subscriptions				
62210 · ASFFM Dues	500.00	500.00	0.00	100.0%
Total 62200 · Dues and Subscriptions	500.00	500.00	0.00	100.0%
64000 · Annual Conference				
64100 · Annual Conference Hotel Resrv.	0.00	0.00	0.00	0.0%
64200 · Annual Conference Costs	0.00	100,000.00	-100,000.00	0.0%
64300 · Annual Conference General	104.95	24,000.00	-23,895.05	0.4%
Total 64000 · Annual Conference	104.95	124,000.00	-123,895.05	0.1%
65000 · Operations				
63400 · Membership & Database Coordinat	0.00	1,200.00	-1,200.00	0.0%
63500 · Newsletters	962.50	1,750.00	-787.50	55.0%
65020 · Postage, Mailing Service	0.00	60.00	-60.00	0.0%
65040 · Supplies	0.00	400.00	-400.00	0.0%
65120 · Insurance - Liability, D and O	0.00	2,000.00	-2,000.00	0.0%
65150 · Credit Card Fees				
65151 · Credit Card Fees - monthly	361.02	7,000.00	-6,638.98	5.2%
65152 · Credit Card Fees - (per trans)	900.51	0.00	900.51	100.0%
65153 · Credit Card Fees - UDFCD conf.	0.00	0.00	0.00	0.0%
Total 65150 · Credit Card Fees	1,261.53	7,000.00	-5,738.47	18.0%
65200 · Website	0.00	2,000.00	-2,000.00	0.0%
65400 · Database Registrations	744.00	2,000.00	-1,256.00	37.2%
68305 · Membership Meetings	0.00	500.00	-500.00	0.0%
70000 · Miscellaneous	904.30	200.00	704.30	452.2%
Total 65000 · Operations	3,872.33	17,110.00	-13,237.67	22.6%
65500 · ASFFM National Conf	0.00	2,000.00	-2,000.00	0.0%
65900 · UDFCD Seminar	0.00	20,000.00	-20,000.00	0.0%
66000 · Workshops				
66100 · Workshops - Lunch & Learn	257.86	1,500.00	-1,242.14	17.2%
66150 · Water Quality Fieldtrip	0.00	1,500.00	-1,500.00	0.0%
66200 · Workshops - Seminars/Training	600.00	17,500.00	-16,900.00	3.4%
Total 66000 · Workshops	857.86	20,500.00	-19,642.14	4.2%
68000 · Socials				
68100 · Metro Socials (4 w/35 people)	919.18	2,000.00	-1,080.82	46.0%
68200 · Northeast Socials	500.00	1,000.00	-500.00	50.0%
68400 · Southeast Socials	0.00	700.00	-700.00	0.0%
68500 · Northwest Socials	0.00	500.00	-500.00	0.0%
68600 · Young Members Social	124.46	500.00	-375.54	24.9%
Total 68000 · Socials	1,543.64	4,700.00	-3,156.36	32.8%
68800 · Donations				
68920 · ASFFM Foundation	500.00	500.00	0.00	100.0%
68930 · Reserch	0.00	2,500.00	-2,500.00	0.0%
Total 68800 · Donations	500.00	3,000.00	-2,500.00	16.7%
69000 · Scholarships				
69100 · UWRI Scholarship	0.00	2,500.00	-2,500.00	0.0%
69200 · Ben Urbonas Scholarship	0.00	2,500.00	-2,500.00	0.0%
69300 · CASFM Family Scholarship	0.00	4,000.00	-4,000.00	0.0%
Total 69000 · Scholarships	0.00	9,000.00	-9,000.00	0.0%
Total Expense	7,718.78	203,310.00	-195,591.22	3.8%
Net Ordinary Income	25,151.25	-11,560.00	36,711.25	-217.6%
Net Income	25,151.25	-11,560.00	36,711.25	-217.6%

CASFM Social Media Survey

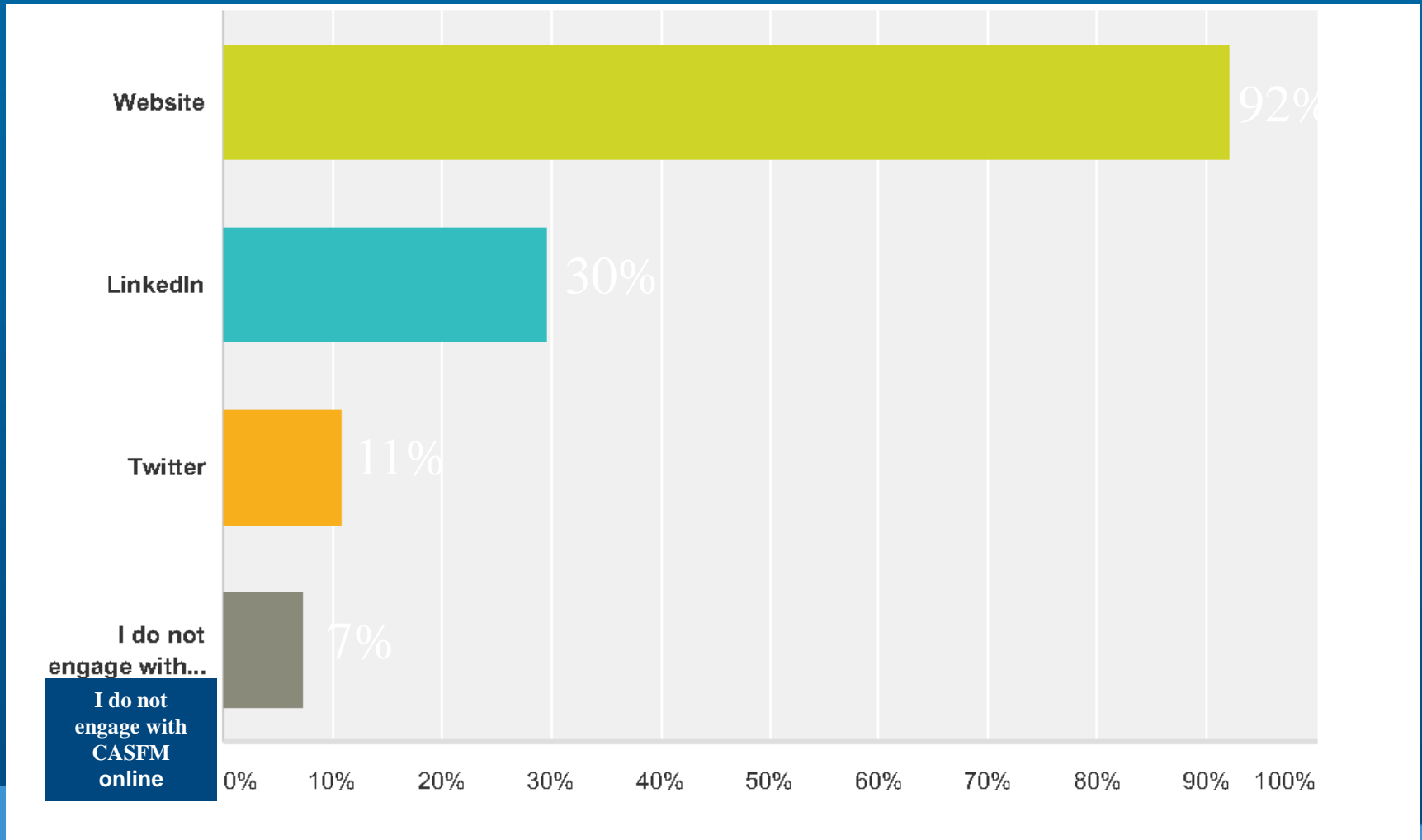
Results and Recommendations



Q1: What Is Your Age?

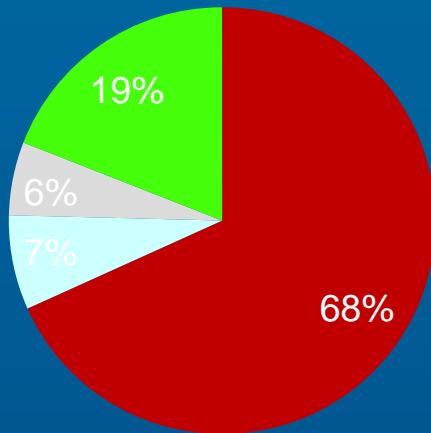


Q2: How Do You Engage w/CASFM Online?

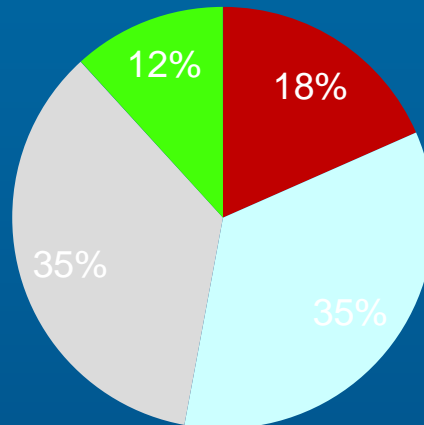


Q3: What Forms of Social Media Do You Use and How Often?

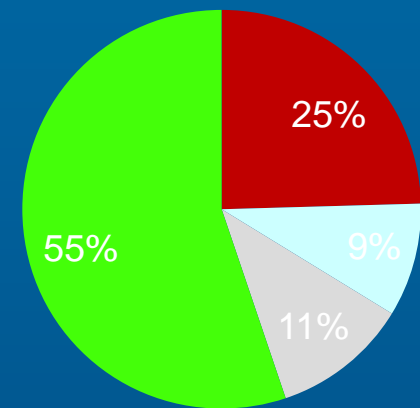
Twitter



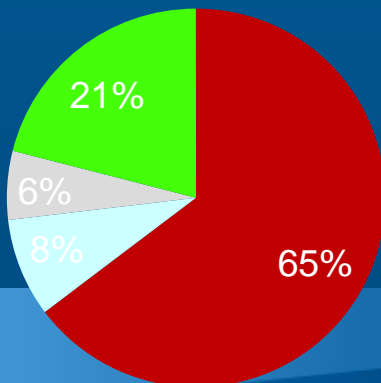
LinkedIn



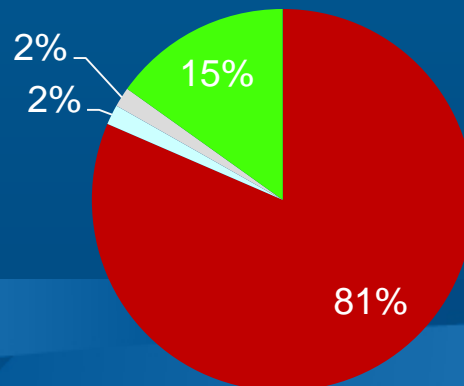
Facebook



Instagram



Snapchat



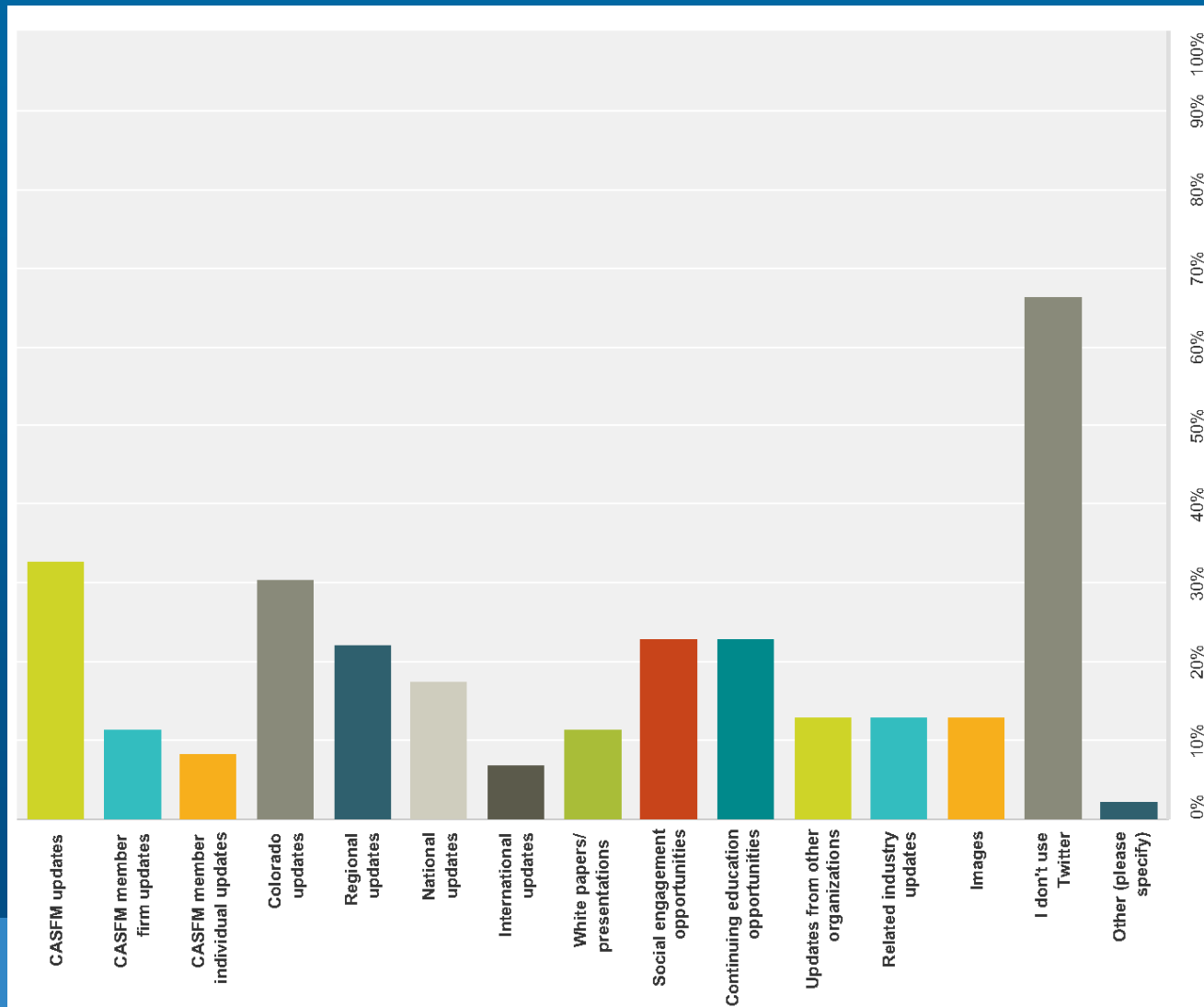
- Never
- Once per month
- Once per week
- More than once per week

Q4: Generally, What Forms of Social Media Do You Use and How Often?

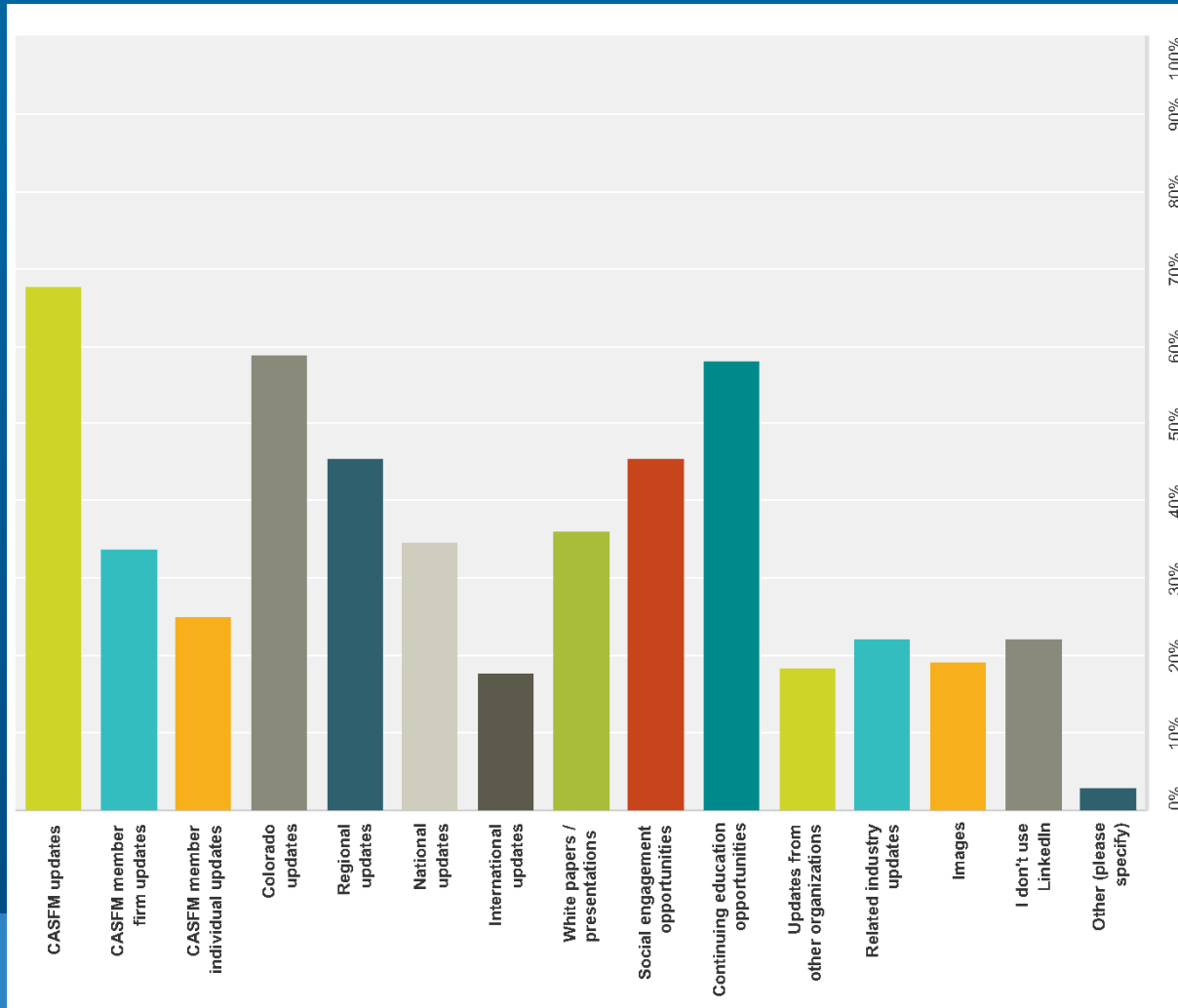
- **Facebook** is the most used platform
 - 66% use it at least **once a week**
- **LinkedIn** is the second most used platform
 - 47% using it at least **once a week**
- **Twitter** is less used by CASFM membership, but target Twitter audience is outside of membership



Q4: Preferred Content - TWITTER

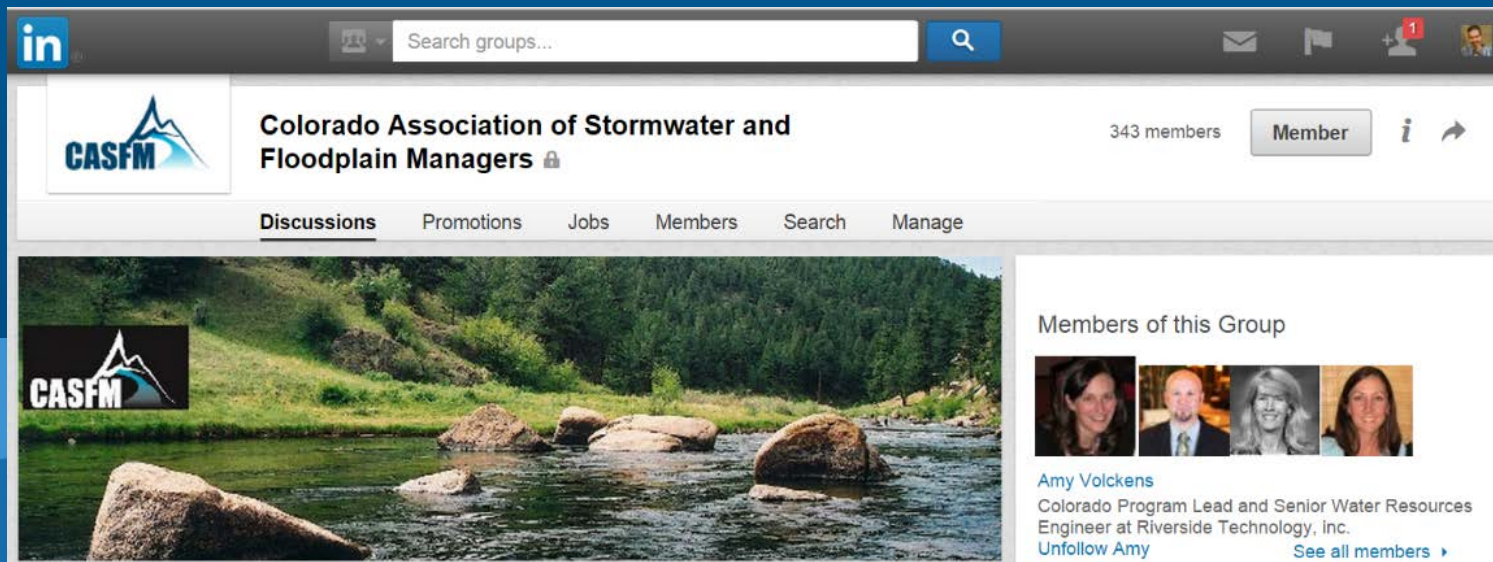


Q5: Preferred Content - LINKEDIN



Q6: Comment Summary

- 35 Responses: *29 Comments; 6 N/A*
- **5 general categories:**
 1. What to put on social media and/or how to use social media (*13 comments*)
 2. CASFM should use Facebook (*4 comments*)
 3. I don't like social media (*5 comments*)
 4. I love social media (*5 comments*)
 5. Other platforms (email, web, etc.) (*4 comments*)



Social Media Priorities

- Reflect status as a **respected voice** in floodplain management
- Adhere to 14 **CASFM policy statements**
- **Communicate** and promote CASFM
 - Show who we are
 - Promote stormwater/floodplain awareness
 - Reach out rather than reach in
 - Expand and engage outside CASFM
- Monitor and maintain social media outlets and platforms



Measurable Goals for 2016

- Contribute to 1% growth of membership
- Grow CASFM Twitter by 180 people
- Increase tweets to 28 per month
- Increase impressions to 4000 per month
- Maintain greater than 1% engagement
- Grow LinkedIn membership by 50
- Post to CASFM LinkedIn once per week
- Perform member survey
- Consider recommendations based on survey

'I should have made nothing
if I had not made mistakes'

CHURCHILL

Recommendations

- Maintain current Twitter approach
- Offer more education on LinkedIn
 - Recommendations on where to find?
- Website
 - Events: more emphasis on cover page
- If we want to expand, Facebook is the place to do it
 - 55% of respondents use FB more than once per week, almost as much as all the other platforms combined
 - 66% of respondents use FB at least once per week