

OFMA Managing Board Meeting

Tuesday, November 8, 2016

At Ohio Dept. of Natural Resources
Division of Soil and Water Resources
2045 Morse Road, Bldg. B-3
Columbus, Ohio 43229

Call to Order and Welcome:

The meeting was called to order by the Past-President at 10:15 AM. Shawn joined via Skype. The other members convened at the ODNR, Division of Soil and Water Resources in Columbus, Ohio. This meeting was a planning meeting for the Board.

1. Roll Call:

Duane Matlack, Vice President; Cindy Crecelius, Secretary; Mark Seidelmann, Treasurer; Shawn Arden, Past President; Christopher Thoms, ODNR Representative; Jacob Hoover, Ohio EMA Representative; and Members at Large: Jerry Brems, Mike Mihalisin, Todd Richard, Alicia Silverio, Renee VanSickle.

Julie Lawson, with Environmental Design Group, and Dana Oleskiewicz, with WMAO, participated as guests.

The requirement of a quorum was satisfied.

(A simple majority of the members of the Managing Board shall constitute a quorum. Non-voting positions are Past-President and WMAO Representative.)

2. Approval of Minutes:

Minutes from the September 21, 2016 were reviewed. Alicia offered a correction; Don Chase's fee was \$1,350 per day with a new fee to be determined. **Motion** to approve the corrected meeting minutes was made and Seconded. The minutes were approved as is.

3. 2017 Planning:

Shawn opened the floor to discuss ideas on critical needs in planning for 2017. What has been successful and what objectives should be considered.



Ohio Floodplain Management Association

A Division of the Water Management Association of Ohio
8584 E. Washington Street #206
Chagrin Falls, Ohio 44023

Ph. No.: 330-466-5631

Email: ohiofma@gmail.com

Website: www.ofma.org

Minutes prepared by:

Dana Oleskiewicz,
WMAO Administrative Director

Minutes approved by:

Cynthia Crecelius, Secretary

Approved Date: _____

Education

The conference and outreach events have been successful, and should be continued. The scholarship program is a benefit allowing local floodplain managers to attend. Perhaps offer more awards. The process to identify recipients should be evaluated.

The OFMA audience could benefit from more information. Perhaps there should be a focused effort in supporting the floodplain stakeholders with a publication either through Antediluvian or a separate newsletter. Ohio Water Table is an option with the ability to present 2, 4, or more pages worth of content. Use resources more effectively that already exist. The distribution goes to sectors other than floodplain, so this would not be a focused distribution.

With reduced budget at ODNR to provide services, OFMA is in a position to support information dissemination. Perhaps a less formal format could be considered, such as listserve or blog or twitter. There is issue with an OFMA audience that doesn't use different technology. View the products and provide a variety of ways to distribute the same information, linking all the technologies together.

Internet has replaced print and newspapers, with smaller bytes of distribution being more popular. Video clips, twitter, or blogs to announce events or showcase community efforts. The accuracy of information should be considered, so need a well thought process to oversee dissemination of information.

Organization

Coordination with WMAO has been improved. Assistance from the WMAO office will continue with Dana preparing meeting minutes. Additional opportunities can be explored.

Connecting through technology rather than asking participants to travel. WMAO is considering a video conferencing platform that could be used by Divisions. This would increase accessibility and better allow people to get involved. For those who have to travel a distance, employers would be more willing to support involvement with OFMA if the time is more manageable by eliminating the travel.

Lack of involvement from OFMA members is always a challenge. What would increase the willingness to serve? A direct ask with a finite task would assist in recruitment. At one time, OFMA had committee sheets used at the conference for recruitment. How can the OFMA message be better explained regarding leadership and management of the Association.

Engagement is an ongoing conversation within ASFPM. Ask people if they have a special skill or interest, then clarify specifically what is needed rather than sending a general request. Shawn prepared a brochure that had a list of benefits to being actively involved. Local officials could be approached to tell the story of their community to highlight success, with a spot on the website, and thus might be used to identify people to target for recruitment.

Cooperation

There has been an increase in collaboration with WMAO. Look for continued relationship building with other Divisions through working together on projects to reach similar audiences such as regional trainings and joint events.

There is a challenge to garner more participation from members and increase the involvement in leadership. At the conference, a few people expressed an interest in getting involved. It is important to reach out and recruit.

Implementation

The mentorship program is a success. It assists the target audience and also offers a means by which to gain leaders for OFMA. A speakers bureau model could be used to reach out to communities. Post flood support would then be in place. Information on flood insurance is often poorly disseminated and understood. OFMA could offer a credible source on why rates are increased, how it affects business, and how to use the proper resources prior to an actual flood event that causes problems. Without insurance, the devastation is greater, so understanding the private sector providing flood insurance and how that may or may not be similar to previous insurance. OFMA can highlight the process.

Legislative engagement with participation in legislative entities and providing support as such to communities. Quarterly meetings with staffers that include agencies that have programs and a role in flood risk management. There is less awareness and less money going to programs that manage risk. OFMA could provide outreach to stakeholders beyond the state house. Perhaps a full day event that discusses the issues with legislators. Could team up with ASFPM to meet elected officials.

Areas of Interest and Stakeholders

OFMA is committed to supporting the **ASFPM** conference 2019 in Cleveland. Must generate revenue, estimated at \$20,000, by raising funds through 2D model training, in March or April 2017. There is chapter support role to conference planning.

Improved relationship with **WMAO** will assist in activities going forward. OFMA should have conversation with other Divisions on activities to offer.

OFMA should consider increase coordination with Ohio Building Officials Association (**OBOA**). An MOU is still in place but there has been little activity. Perhaps offer trainings on disaster process with credit hours provided. Understanding the stakeholder needs and infrastructure to respond and coordinate efforts on training for officials. It is critical to understand insurance information for decision making.

Support can be offered to **ODNR, OEMA, and Ohio Insurance Institute**. There are reduced budgets and thus reduced oversight on flood issues. There is no coordination with the national flood insurance. Consider how best to involve agencies and offer outreach, expanding to state agencies and position

OFMA due to the challenges involved with reduced relationship with ODNR based on budget constraints. If ODNR can't support in response to issues, or FEMA, perhaps OFMA is in a better position to do so.

More educational opportunities exist between OFMA and **American Society of Civil Engineers**, Professional Land Surveyors of Ohio, and County Engineers Association of Ohio. Develop content and technical material for outreach. Possibly link to OFMA as a resource. Look for opportunity to share information that is needed about flood plains. Maybe lunches or workshops. Target topics such as design professionals, permitting, and education as needed for unique roles. Maybe partner with PLSO on events with a survey to track at conference of those individuals that might be interested. Ask OFMA members what information they would like to see shared.

Additional stakeholders for consideration include **County Commissioners Association of Ohio**, **Ohio Municipal League**, and **Ohio County Engineers Association of Ohio**. Local communities with enforcement and compliance are in need of support. Consider ways to draw them to the conference for information sharing, such as about increased insurance premiums and the implication for communities. The communities are receiving the phone calls from residents. OFMA can assist by disseminating relevant information.

4. Top 5 Priority Action Items and Committees:

Organizational goals against current needs based on above discussion were identified compared to the 2015 Action Item List and recorded by Shawn to determine 2017 Goals (see attachment).

Standing Committees and Board assignments were established:

Conference Planning = Alicia (Chair), Mark, Duane, Mike, Renee, Todd, and Jerry

Legislative and Policy = Cindy (Chair), Shawn, Stephen, Todd, Jacob

Education – training / events = Cindy (Chair), Alicia, Duane, Christopher, Julie, Mike

Education – outreach / website = Shawn (Chair), Jerry, Alicia, Julie, Mark

Membership / Nominating = Shawn (Chair), Cindy

Finance = Mark (Chair), Stephen, Duane

Awards and Scholarships = Cindy (Chair), Todd, Matt

Science and Technology = Matt (Chair), Jerry, Renee

Priorities for 2017 were discussed. Geocoding will be put on hold until WMAO updates the online management program. Videoconferencing and more electronic business venues will be considered. As always, reaching out to more stakeholders more effectively is a focus.

Priorities were identified for immediate action.

- Enhanced **website and resources for membership** to assist with outreach efforts
- Plan for the National conference with **fundraising**
- Coordinate with state agencies for **outreach**, with **electronic venues** such as Videoconferencing to increase participation from audience and OFMA leadership
- Plan for more interest in **awards and scholarships** with improvements to process
- Increase **participation** with ASFPM

Discussion ensued about the 2017 OFMA Budget. WMAO will request budgets this fall for inclusion in the organizational budget to the WMAO Board in January. Each line item in the budget was reviewed, discussed, and modified based on 2017 goals. Mark will update the budget document accordingly.

5. Adjournment:

The next OFMA meeting is scheduled for January 18, 2017. Hearing no new business, Shawn requested a Motion to Adjourn. The **Motion** was made and Seconded and the meeting adjourned at 2:10 p.m.