

## Virginia Water Monitoring Council Strategic Planning Session

June 19, 2002

Virginia Department of Forestry, Charlottesville, VA

Minutes by Stacey Moulds.

Organizations with representatives that attended:

Alliance for the Chesapeake Bay (ACB) – Stacey Moulds

County of Henrico – Robin Wilder

James River Association – Lynn Ridley attending for Patti Jackson

United States Environmental Protection Agency (EPA) Region III – Chuck Kanetsky\*

United States Geological Survey (USGS-Virginia Office) – Ward Staubit

Virginia Commonwealth University (VCU) – Len Smock

Virginia Department of Conservation and Recreation (DCR) – Fran Geissler

Virginia Department of Environmental Quality (DEQ) – Don Smith

Virginia Institute of Marine Science – Lyle Varnell

Virginia Water Resources Research Center (VWRRC) – Jane Walker and Tamim Younos

Virginia Water Well Association – Jane Cain

\* Non-voting Member

### Committee Chairs attending:

Operations – Ward Staubit, USGS

Communications – Nicole (Nikki) Bennett - Quantico Marine Base

Needs Assessment – Fran Geissler, DCR

### Organizations without a representative at the meeting:

American Water Works Association (Virginia Section)

Citizens for Water Quality

Clean Virginia Waterways (CVW) and Longwood College

Virginia Agribusiness Council

Virginia Association of Municipal Wastewater Agencies

Virginia Association of Soil and Water Conservation Districts

Virginia Department of Forestry

Virginia Department of Game and Inland Fisheries

Virginia Department of Health (VDH)

Virginia Manufacturers Association

Virginia Water Well Association

The Virginia Water Monitoring Council (VWMC) Steering Committee met June 19, 2002 (10:00 AM-approximately 4:00 PM) at the Virginia Department of Forestry (DOF) office in Charlottesville, Virginia for a strategic planning session. Tanya Denckla, of the Institute for Environmental Negotiation, facilitated the planning session.

The agenda was reviewed, and all in attendance gave introductions. Tanya described the discussion and decision making guidelines used during the last planning session with her (September 19, 2000), and the group agreed to follow the same guidelines for this meeting. After some discussion by several in attendance as to who each individual was representing (individual versus agency/organization), it was

determined that **the object of this strategic planning session was to come to a consensus of the VWMC's short and long-term goals and to develop a work plan that encompasses these goals.**

#### Review Vision, Mission, and Goals

The VWMC vision and mission statements and original long-term goals were reviewed, and the group felt these all should remain unchanged. The group brainstormed in order to develop a list of VWMC's accomplishments and regrets, listed below:

#### Accomplishments

- Inventory progress
- Organizational structure and committees
- Development of Vision, Mission, and Goals
- Engaging more people outside the Steering Committee
- Good functional relationships within organization (good communication and coordination)
- Still operational
- Past Watershed Conference scholarship availability
- Development of contact information on water monitoring groups within Virginia
- Part of a national movement
- Have hosted good sessions as part of Watershed Conference and VWMC Annual Meeting
- Growing membership (currently 150 members)
- Establishment of website
- Maintained agency support and funding

#### Regrets

- Have not received all of desired funding
- Would like more engaged and active membership
- Need to improve communication and outreach and develop role for members
- Time demands on Steering Committee members and all committee members, difficulties in engaging/setting meetings and conference calls
- Have not received high level of agency support
- Have not marketed sufficiently for proper recognition and support

#### Development and prioritization of Short and Long term SMART goals

**Methods used:** The Steering Committee first brainstormed in order to developed goals for the VWMC for the next 5 years. Goals were required to be "SMART" (Specific, Measurable, Achievable, Realistic, and Timely). The Steering Committee defined short-term goals to be for 2003-2004 and long-term goals to be for 2005-2007. The Steering Committee then grouped these goals into four main categories: 1) Finances/Administration/Capacity Building; 2) Inventory Database; 3) Coordination and Education; and 4) Communication (between members). Goals were prioritized by voting for short-term goals and long-term goals separately and ranking as "most urgent" and "willing to put individual energies." Voting members also placed their initials next to the short-term goals for which they were willing to devote a portion of their own time towards. **Although it was intended to be developed as part of this session, a work plan was not developed as a direct outcome. A work plan based on the short- and long-term goals developed as part of this session will be devised in the next Steering Committee meeting.** Table 1 presents the outcome of this strategic planning session.

Table 1: Short and Long Term Goals developed by the Virginia Water Monitoring Council on June 19, 2002

	Short Term Goals (To be met Years 2003-2004)		Long-Term Goals (To be met Years 2005-2007)	
	Item	Initials of Steering Committee Members willing to help with this goal/	Item	# committed to help with goal (initials not required)
Finances/ Administration/ Capacity Building:	<b>3</b> (7) Put forth a fully supported Appropriation Bill to Virginia General Assembly – estimated Amount- \$75 K	JW, TY, CK, WS	<b>1</b> (7) Full Time Administrative Staff	6
	<b>5</b> (5) Develop marketing strategies at different levels	TY, JW, FG	<b>3</b> (6) Develop Financial Base	3
			<b>5</b> (3) Develop Ways to Increase Membership and increase involvement. Goal: 20% of membership involved (committee, steering committee or other activity)	3
			(1) Historical Record of Council Activities (Timeline/Milestones)	1
Inventory Database:	<b>2</b> (8) Inventory Work: Fill inventory gaps Map inventory sites	LV, CK, SM, DS	<b>4</b> (5) Inventory Work: Link to data (where available)	1
	<b>6</b> (3) Put database on Website	JW		
Coordination and Education:	<b>1</b> (10) Engage county level monitoring groups: -hold at least 1 workshop/year -develop framework for exchange of information among monitoring groups based on assessment needs (County-level was one suggested on targeted group)	CK, LV, SM, NB, RW, FG, WS, One un-initialized	<b>2</b> (7) Coordinate with Watershed groups: Roundtables Workshops (long term possibility: local VWMC chapters)	2
	<b>4</b> (6) Educational/training programs for monitoring community (Cosponsor and partner)	CK		
	(4) Clearinghouse of Data contacts for watershed planning	RW, FG		

Communication (between Members):	(1) Compile and offer on Website list of Educational materials for watershed management	RW, SM	(3) "Ask the Water Monitoring Expert" – a Web based service, requires staff time, linking to list of water monitoring experts	1
			(1) Newsletter development – post of web, highlight monitoring groups	3
			(1) Education about VWMC outreach (booths, presentations, at least 2 events/year)	0
			(1) Interactive "List Server" for Water Monitoring Topics	0

**Notes:**

1. Highest ranked goals (1 being highest rank, 6 lowest). # of Votes listed in parenthesis.

2. Initials: NB – Nikki Bennett; CK – Chuck Kanetsky; FG - Fran Geissler; LV – Lyle Varnell; DS – Don Smith; SM – Stacey Moulds; LS – Len Smock; WS – Ward Staubitz; RW - Robin Wilder; JW - Jane Walker, TY - Tamim Younos

**Miscellaneous comments:**

- Fran Geissler stated that the VWMC will need to re-do Needs Assessment Survey based on the goals that were developed and re-prioritized at this session.
- Were DOD military institutions sent inventory