Chapter District 2
Annual Status Report

2020-21

Katie Sommers
Director
Introduction
ASFPM’s Chapter District 2 includes the state’s in FEMA Regions 3 and 5. This includes chapters in the states of Illinois, Indiana, Maryland, Michigan, Minnesota, Ohio, Pennsylvania, Virginia, West Virginia, and Wisconsin. This group of states sees both flash and riverine flooding, sea level rise along the Atlantic, and Great Lakes coastal hazards. A common theme this year is, of course, the challenges presented by the COVID-19 pandemic and the transition to virtual formats.

Key Accomplishments

Illinois
- Conference: First virtual conference held March 10-11 with 566 attendees. “On demand” conference for those not able to attend the live virtual conference. Provided 30 PDHs and 12 CECs. Offered a forum for the ASFPM Foundation to conduct a Listening Session about Urban Flooding to provide different perspectives for the 2022 National Urban Flooding Summit. In preparation for the conference, the committee invited a retired legislator to join the discussions and brainstormed questions and legislative participants.
- Floodplain Management Committee: Continued the “Regional FPM Alliance on Upper Illinois River;” establishing a mentoring program for local officials.
- Other committees that were active include Stormwater, Mitigation, Inter-organizational, Education, and the Young Professionals Group.

Indiana
- Held first virtual conference and lowered conference fees.
- Developing a statewide Floodplain Administrator Mentoring Program.
- Provided stormwater surveys for MS4s to use in their programs.
- Reviewed draft Construction Stormwater General Permit and provided a discussion.

Maryland
- While 2020 provided many challenges, our organization has adapted how we conduct business and are in a stronger position than ever. In June of 2020, we held a virtual, two-day conference focusing on the eastern shore of Maryland. We also held our 16th annual fall conference with two tracks for over 200 virtual attendees over two days in November. We were able to demonstrate our 3D Flood Model during three events in 2020. We have expanded our reach through social media and are actively engaging participants from D.C. and Delaware in addition to all over Maryland.
• As part of the Maryland Resiliency Partnership, MAFSM supported Maryland’s first Flood Awareness Month campaign in April of 2021. MAFSM created, posted, and shared social media content promoting flood awareness as well participated on the larger Flood Awareness Month planning team.

**Minnesota**

• Hosted a virtual conference November 18-20, 2020
• Co-hosted meeting with technical presentation with local chapter of Society of Military Engineers (SAME)
• Legislative committee met with congressional staff members to raise awareness and encourage bi-partisan support of flood risk mitigation legislation

**Pennsylvania**

• Reached over 550 people virtually; membership increased by more than 25%. 
• A virtual symposium and a variety of webinars have been planned for 2021 that will help floodplain managers obtain their required CECs.
• Partnerships were developed with many state and federal agencies.

**Virginia**

• Restructured the three annual Fall Workshops, which focus on unique regions of the state and flooding issues, to a virtual format. These were very successful, and attendance surpassed previous in-person counts.
• Improved outreach and communication to increase and maintain membership, including:
  - Updating the website with member accounts for better access to member-only resources
  - Introduction email and invitation to join VFMA sent to every ASFPM member in Virginia
  - Promoting our Corporate Membership option, and improving visibility of Corporate Members on the VFMA website and in the quarterly newsletter
  - Fall Workshop invitations sent to all members and all CFMs in Virginia
  - Partnered with state government to host a Lunch & Learn event related to the new Community Flood Preparedness Fund, which was attended by floodplain professionals from around the country
• Scholarships approved by the Board to send up to 10 VFMA members to the 2021 virtual ASFPM National Conference

**West Virginia**

• The Office of the WV Insurance Commission National Flood Insurance Program (WVNFIP), along with West Virginia Floodplain Management Association (WVFMA), have begun developing a state-wide network of West Virginia Substantial Damage Teams (WVSDT) to support flood-impacted communities facing capacity challenges during the recovery phase.
• West Virginia University and its partners are conducting a statewide flood risk assessment for 268 incorporated and unincorporated flood-prone communities in West Virginia and publishing the building-level results to the WV Flood Tool web application. The goal of the tool is to provide a comprehensive understanding of the riverine flood hazard and the built environment for an estimated 100,000 structures in the Special Flood Hazard Areas of the State.

Wisconsin
• Very proud of pulling off another excellent annual conference, and this year doing it virtually. Great help came from members and lots of volunteer efforts from the host and sponsor, Reukert & Mielke.
• The chapter had to replace the vice-chair and treasurer fairly last minute due to unforeseen circumstances and have excellent people filling both of those roles now.

Challenges
Illinois
• Legislative activity:
  o How to avoid jeopardizing 501(c)3 status while being politically active
  o Dealing with conflict of views on legislation among diverse membership
  o Avoiding conflict of interest with public/state employees as leaders on the board when the board takes a public position on controversial legislation

Maryland
• Often with challenges come opportunities. The pandemic prevented us from holding our bi-monthly board meetings in person as we have done for the last 15+ years. However, switching to a virtual delivery of these meetings has allowed greater participation with more input from many more individuals than were normally able to attend.
• We have very dedicated volunteers who are generous with their time. However, capacity continues to be a challenge. This challenge was noted last year and continues into this year and the foreseeable future – as long as we are an all-volunteer organization.
• From last year: We have various events and ideas that we’ve discussed as possibilities, but as we balance the additional effort with our routine tasks and day jobs (as an all-volunteer organization), we have to scale back to what is achievable given our current capacity.

Indiana
• COVID-19

Minnesota
• Membership has stagnated over the past ten years. The attrition rate is similar to the new member rate. Lots of competition with other professional organizations.
• Minnesota’s success with mitigation projects and higher standards have significantly reduced flood risks. Floodplain management has become less of a priority to local officials.

• COVID-19 prevented an in-person conference. Considered not hosting a conference at all, but were inspired by the efforts of other chapters to pull it off.

**Pennsylvania**

• Pandemic

• Finding locations to hold CFM exam.

**Virginia**

• Planning, funding, and executing a virtual annual conference for late summer, which will also be VFMA’s first conference hosted on its own.

• Planning and implementing new activities to provide member benefits, such as monthly webinars, CFM study group, forum discussions, etc.

• Increasing participation of the membership, so the VFMA workload is distributed beyond a few core members, such as newsletter development, conference planning, etc.

**Wisconsin**

• The pandemic obviously created challenges for everyone, and this chapter is no different. Virtual board meetings aren’t new but continuing to engage membership in a more virtual format for all activities is a challenge.

**Priorities**

**Illinois**

• Public education

• Mentoring local officials

• Providing technical & educational opportunities to promote stronger floodplain and stormwater management practices throughout the state

**Maryland**

Board meeting attendees were asked to submit items they would like to implement over the next 1+ year(s). A working group convened to prioritize new tasks for the year and plan a draft implementation schedule.

The working group consisted of Chair Necolle Maccherone, Vice-Chair Pat Varga, and Eastern Regional Representative Bryan Lightner. The working group reviewed each item and scored each in terms of:

Priority: High, Medium, Low. High was scored 5 points, Medium was scored 3 points, Low was scored 1 point. Additional information was gathered such as:

1. Is any part of this effort already underway?
2. Are there motivated volunteers to move this item forward?
3. Identify any barriers to accomplish this task
4. A brief description of success for this item would look like

Over the course of several meetings, the working group went through the items with the following **draft** results. These results will be shared with the full Board and decisions will be made on which tasks the organization will focus on completing this year.

<table>
<thead>
<tr>
<th>Item</th>
<th>Priority Score</th>
<th>Is any part of this effort already underway?</th>
<th>Are there motivated volunteers to move this item forward?</th>
<th>Identify any barriers to accomplish this task.</th>
<th>A brief description of success for this item would look like</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reignite Lunch and Learns</td>
<td>Did not score, currently underway</td>
<td>Yes - Underway</td>
<td>Yes - Rebecca Starosta, Jason Sevanick</td>
<td>Capacity</td>
<td>Increased attendance and/or increased frequency of Lunch and Learns</td>
</tr>
<tr>
<td>Grow Social Media Presence</td>
<td>Did not score, currently underway</td>
<td>Yes - Underway</td>
<td>Yes - Pat Varga, Necolle Maccherone</td>
<td>None</td>
<td>Increased visibility on social media of MAFSM's volunteer, activities, and mission</td>
</tr>
<tr>
<td>Develop a charitable giving strategy or policy</td>
<td>15</td>
<td>No</td>
<td>Yes - Need to confirm suggested volunteers</td>
<td></td>
<td>Time to put a policy together – research other groups. There is desire to fund underserved groups, but no infrastructure to know who they are. Consider reaching out to CBT to see how they handle this.</td>
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<tr>
<td>Develop process to capture association</td>
<td>15</td>
<td>No</td>
<td>None confirmed</td>
<td>Volunteer leader</td>
<td>Annual product that tells all we did in the last year We could use for</td>
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<td>activities (Annual report, more frequent website update)</td>
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<td></td>
<td></td>
<td>grant applications, website content</td>
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<td>Complete ongoing activities that were begun in 2020 – such as art booklet and film screening</td>
<td>15</td>
<td>Yes</td>
<td>Yes - Activity Booklet – Kevin, Ben, Lawrence, Osama Film – Kevin, Necolle, Beth Olsen</td>
<td>Activity Booklet - Last 5% on the art booklet. Get approved and printed. Film – funding, reserve a theater, COVID safe, book filmmakers, promote</td>
<td></td>
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<tr>
<td>Officially Incorporate DE and DC into the organization</td>
<td>9</td>
<td></td>
<td>Yes - Introductions and initial interest have been confirmed. Review of Constitution and Bylaws for effort needed to amend has begun.</td>
<td>Yes - Need to confirm suggested volunteers</td>
<td>Administrative, Capacity to change organization structure, change to logo</td>
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<tr>
<td>Item</td>
<td>Yes or No</td>
<td>Committee Chairs</td>
<td>Other Notes</td>
<td></td>
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<tr>
<td>Grow committees and provide ways in which they can be more active</td>
<td>No</td>
<td>Yes - Current Committee Chairs</td>
<td>No clear direction on what it looks like, no exact tasks to ask for help on. Consider Incentivizing greater participation, titles, something else? Identify a direct benefit to increased participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continue to grow conferences (locations, size, attendees)</td>
<td>Yes - Conference coordinator and volunteers have grown attendance through social media and word of mouth</td>
<td>None confirmed</td>
<td>Other priorities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create Legislative Committee to monitor legislative issues</td>
<td>No</td>
<td>None confirmed</td>
<td>Don't have a pressing need for this. Not all in agreement with what the committee could do/propose.</td>
<td></td>
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</tbody>
</table>

More focused purpose for committees. Grow existing membership in committees. Committee Chairs providing input into how to grow their committees. Getting more people to help in committees. Look at membership list - GISP certification gives credit to board or sitting on a committee. CFM credit? Ask ASFPM. Awards for recognition. Network the membership more. Already successful in this space. TBD.
Consider a Certification Program

| Consider a Certification Program | 3 | No | None confirmed | A lot of unknowns. More information might make this more likely in the future | TBD |

**Minnesota**
- Coordinate a joint conference with WAFSCM (Wisconsin Chapter).
- Provide scholarships for local officials to attend the MnAFPM conference.
- Find opportunities to engage local officials.

**Pennsylvania**
- Ensuring members are able to obtain required professional CECs.
- Increasing the number of CFMs in the state from 170 to over 200 by the end of 2021!

**Virginia**
- Growing an "engaged" membership that actively participates in VFMA activities by volunteering to join committees, share ideas, provide newsletter content, present on topics, etc.
- Hosting a virtual annual conference and continuing to offer virtual Fall Workshops.
- Increase interaction with fellow ASFPM state chapters in Region 3, as well as increase interaction with other associations' Virginia Chapters, such as the American Planning Association, Association of Surveyors, Building & Code Officials Association, Emergency Managers Association, etc.

**Wisconsin**
- Host a joint conference with the Minnesota chapter, which should be challenging, interesting, and very engaging and educational.
- Increase educational efforts for members.
- Provide opportunities for folks in the state to take the CFM exam more than just at the conference.

**Recommendations**

**Illinois**
- Increase national CFM numbers without increasing CFM costs for members of the 6 accredited chapters.

**Maryland**
• If there are any administrative aspects that ASFPM could help to streamline or handle on behalf of chapters (tax filing, insurance coverage, domain hosting, online event mgmt.), we think that would help us to devote more time to stakeholder engagement through new in-person and online events. But we really appreciate that ASFPM has already implemented a tiered chapter renewal fee, rather than smaller and larger states all paying the same amounts.

**Minnesota**

• Different chapters have different levels of membership management. Minnesota’s is fairly rudimentary: a spreadsheet with the list of people who attended the previous year’s conference. Occasionally someone will sign up mid-year using a PDF form and a check. Some chapters pay for membership platforms like Wild Apricot. The Minnesota chapter may not be ready to invest ~$1,000 a year to have a membership management platform, but it might be worthwhile if the platform was standardized across all ASFPM state chapters. If this increased membership retention by 30 people for MnAFPM, it would pay for itself. ASFPM could presumably negotiate a group discount. Is this something ASFPM has considered?

• Continue to find ways to help state chapters collaborate. Quarterly meetings are valuable. The Minnesota chapter learned a great deal attending another state’s conference a few years ago. Find ways to further encourage that cross pollination of ideas and best practices.

**Virginia**

• Assistance with planning and coordination efforts necessary for hosting a virtual conference, such as direct support, providing speakers, and/or providing insight into lessons learned from ASFPM or other chapters.

• Continue to allow VFMA to contact ASFPM/CFM members about VFMA activities and regularly provide updated contact lists.

• Share information or news related to activities from other chapters and Regions, such as lessons learned related to events, growing membership, etc., and encouraging Chapter-to-Chapter support for conference speakers, monthly webinars, etc.