



Alabama Stormwater  
Association

## “Tools for Construction Site Stormwater Runoff Control & Compliance”

February 5, 2019

ALDOT Central Office, Montgomery, AL

### ASA Board of Directors

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# ASA's History & Accomplishments So Far

- Established in 2017
  - Initial focus on *regulated MS4* issues
- Stormwater professionals contact list
  - Now >200 professionals
- 1st half-day seminar (Oct. 5, 2017)
  - “MS4 Audit Expectations & Preparation”
  - **67** attendees / **48** MS4s represented
- 2nd half-day seminar (Mar. 20, 2018)
  - “Cheap & Easy MS4 Public Education & Public Involvement”
  - **57** attendees / **33** MS4s represented
  - City of Moody hosted / Multiple lunch sponsors
- Open forum (May 10, 2018)
  - In conjunction with Alabama Storm Water Forum
  - Decisions made regarding future direction
- Today's half-day seminar



# Revisiting ASA's Mission & Vision

- Mission

- “To help protect and restore the quality of Alabama resources through stormwater-related connection.”

- Vision

- “The Alabama Stormwater Association is to become an incubator and promoter of stormwater innovation, collaboration, communication, and connection for the good of Alabama and for the protection and restoration of the waters within and beyond its borders.”

- Key strategy questions

- What stormwater stakeholders would benefit from and/or provide benefit as a result of connection?
- What specific types of connection are best for the various stakeholders?
- How should ASA be structured to best facilitate connection while ensuring long-term sustainability?

# Some of ASA's Governing Principles

- We represent Alabama waters (not members, public entities, organizations, etc.), but we see and seek mutual benefit through service in ASA.
- We are positive (i.e., a force for good).
- We are respectful, professional, collaborative, inclusive, and honest.
- We promote open and frank discussion as well as provide “safe zones” for dialogue, as appropriate.
- We do not endorse people, products, or professional services.

# Decisions on ASA's Direction Made

- Outcomes of May 2018 open forum
  - Broadening the representation of the Alabama stormwater community is appropriate
  - Should maintain sufficient emphasis on regulated MS4 issues
  - Given the ambitious vision of ASA, steps toward transition to formal organization should be taken
- Expanding connection efforts
  - Membership in ASA is open to any stormwater stakeholder..
  - But having different methods of connection will be appropriate for different types of stakeholders
- Expanded ASA *steering committee* (6 members) to *Board of Directors* (11 members)
  - Added members selected by steering committee as a start
  - Still a significant regulated MS4 presence
  - Other stakeholder types represented: ESC/conservation professionals, water engineering professionals, “knowledge-sharing” organizations
  - At present, Board allowed to include up to 15 members if determined appropriate
- ASA logo developed

# ASA Actions in 2019 & Beyond

- Future activities being planned or considered
  - More half-day seminars (1-2 per year)
  - Conference calls for ASA updates, stormwater news, & other collaboration
  - Remote education opportunities (e.g., 1-hour webinars)
  - Electronic newsletters
  - Web site clearinghouse for support documents
    - Web site prototype already developed
  - Sessions at established conferences/meetings (e.g., Clear Water Alabama, Alabama Storm Water Forum)
  - Multi-day ASA annual conference
- Steps to be taken toward formal organization
  - Bylaws draft development
  - Designation of membership categories
    - Some ideas: individual, for-profit corporate, non-profit organization, government agency, student
  - Setting annual dues for membership (according to category)
    - Dues for all members set at \$0 for now