



# OKLAHOMA FLOODPLAIN MANAGERS ASSOCIATION, INC.

2021-2022 STRATEGIC PLAN  
DECEMBER 13, 2021

Developed at the  
2021 OFMA Strategic Planning Workshop  
October 27-29  
Hard Rock Casino and Hotel  
Catoosa, Oklahoma



Dear Board of Directors,

On behalf of the participants of the 2021 Strategic Planning Workshop, please accept the enclosed *2021-2022 Strategic Plan* document for your adoption. The document presents a summary of the work by participants at the 2021 OFMA Strategic Planning Workshop held at the Hard Rock Casino and Hotel in Catoosa, Oklahoma on October 27-29, 2021, and is intended to serve as a resource to guide our organization throughout the upcoming year.

Twenty-three participants attended the 2.5-day Workshop. Participants included members of the Board, Regional Representatives, Committee Chairs and special guests who came together to discuss and craft an updated plan following the COVID Pandemic to further OFMA's mission. One primary focus was to review the OFMA Program to determine if there were major changes to the organization, and second to review, develop, and present any new recommended initiatives.

The strategic plan document contains discussions related to OFMA's short- and long-term goals, as well as a cursory review of past performance and opportunities for improvement. The document's Introduction reiterates OFMA's vision and mission, as these represent the principles guiding the brainstorming of future initiatives and strategies. Similarly, attention was given to discuss the past two years of performance to identify successes as well as needs and/or opportunities for improvement in the upcoming year. Lastly, the document also provides a detailed listing of activities – complete with time tables and anticipated budget needs – to be undertaken by committees and volunteers in an effort to further OFMA and its members.

I would like to thank all those that contributed input to the Strategic Plan meetings and in the updating of this document. OFMA exists to serve its members, and because of your efforts, OFMA continues to meet this need. Please do not hesitate to contact me at [wbsmith@hisinc.us](mailto:wbsmith@hisinc.us) or via phone at (918) 865-6977 should you have any questions regarding the enclosed plan.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "WBS", is placed above the typed name.

Rev. W. B. Smith, P.E., CFM  
2007- 2017-2021 OFMA Past Chair

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**2021-2022 OFMA Board**

- Ellen Stevens, P.E., CFM ----- Chair
- Lincoln Irvine, P.E., CFM ----- Vice-Chair
- Rachel Cooper, P.E., CFM ----- Secretary
- Carolyn Schultz, CFM ----- Treasurer
- Mike Kimbro, P.E., CFM ----- Region 1 Representative
- Ken Schwab, P.E., CFM----- Region 2 Representative
- Dennis Yochum, CFM ----- Region 3 Representative
- Johnny Barron, P.E. CFM----- Region 4 Representative
- Jesse Beck, CFM----- Region 5 Representative
- Aaron Milligan, P.E., CFM ----- NFIP State Coordinator
- Ron Johnson, CFM----- Past Chair
- W.K. Morris, CFM ----- Honorary Board Member
- Joe Remondini, P.E., CFM ----- Honorary Board Member
- Ron Flanagan, CFM ----- Honorary Board Member

**Board Authorization of Strategic Plan**

The Oklahoma Floodplain Managers Association, Inc. 2021-2018 Strategic Plan was adopted by the Oklahoma Floodplain Managers Association Board on December \_\_\_\_\_, 2022.

CERTIFIED BY:

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Secretary

## Introduction

This plan outlines the strategies and initiatives defined during the 2021 OFMA Strategic Planning Workshop held in Catoosa, Oklahoma on October 27-29, 2021. This document presents a summary of the two and a half-day discussions related to OFMA's program review, and short and long term goals and it is intended to serve as a resource, work plan, and guide of progress and enable measuring of success throughout the coming year.

A listing of those in attendance to the Workshop is included in Appendix A. Notes taken during the session have been incorporated into this document. Feedback on the monitoring of the plan's progress is always welcome.

As in years past, the plan contains area(s) of special focus which is used to guide the organization for 2021-22. The primary focus of this Strategic Plan is to serve our OFMA members by helping to reduce barriers to access of education, funding, and regulatory burdens. The OFMA's 2021-22 focal areas are developed to (1) review the entire OFMA program for efficiency and effectiveness, (2) diversify training opportunities, (3) increase member participation, (4) assist with mitigation grant programs, and (5) assist with support with regulatory issues to rural communities. These five strategies serve as the foundation for the development of the committee work plans included in following sections.

This document is intended to support the OFMA's Board of Directors and Committee Chairs in their commitment to further OFMA's mission and to maintain pace with the increasing needs of our members.

### Our Organization...

Formed in November 1990, the Oklahoma Floodplain Managers Association (OFMA) brings together people with a common interest in floodplain management. We are a chapter of the Association of State Floodplain Managers, Inc., and our members include concerned citizens, public employees and elected officials, engineers, planners, contractors, lenders, insurance agents, real estate professionals, students, corporate partners and local, state and federal agencies. OFMA continues to have a strong education and disaster response relationship with the Oklahoma Water Resources Board (OWRB), FEMA Regional VI, and ASFPM to serve individuals and communities throughout the State of Oklahoma.

Our objectives embrace promoting interest in flood damage abatement, improving cooperation among government agencies, and encouraging innovative approaches to managing Oklahoma's floodplains. We believe that our membership is critical to presenting one unified voice to communicate on flood-related issues.

### Our Vision...

The Oklahoma Floodplain Managers Association advocates the protection of the natural

functions of the floodplain through education, training and service to Oklahomans

### Our Mission...

We encourage and support, with our partners, flood safe development and flood mitigation. We promote sound floodplain management practices and the natural and cultural benefits of the floodplain. We support the floodplain management profession through education and certification.

### Building on Our Past...

During 2020-21, OFMA's effort was to maintain its status during the COVID Pandemic as a resource to Oklahoma communities and as a model for other state floodplain management organizations. Traditional yearly events such as the Annual Conference, Spring Technical Workshop, and Stormwater Conference were a continued success in both a virtual environment and in-person. The Legislative Reception was postponed to 2022. The Turn Around Don't Drown© poster contest, and calendar, as well as virtual training classes, and the Disaster Response Team responses continued.

OFMA's financial position is sound and the Board remains committed to good stewardship of the organization. Our membership continues to increase in numbers. The CFM Certification program, administered by the Professional Development and Certification Committee, continues to ensure that our members receive the opportunity to earn this nationally-recognized professional certification that is accessible to all of our OFMA membership. In addition, OFMA leadership regularly participates in regional and national discussions regarding the future of floodplain management, whether through the FEMA Region VI CAP program meetings and mitigation conferences or through participation in initiatives sponsored by the Association of State Floodplain Managers and OWRB.

Copy of annual reports including detailed listings of OFMA's 2020-21 activities performed by each committee may be retrieved at <http://www.okflood.org>.

## Benchmarking and Opportunities

This year, instead of a review of all of the past years efforts, we focused on the original creation and evolution for OFMA to discuss any potential changes or status quo to serve the OFMA membership through the activities of OFMA Committees as follows:

- PDCC – No Changes
- Public Relations and Outreach – Re-establish relationships with OML and ACCO; Create a Speakers Bureau. Continue to expand relationship with USACE, DEQ and Stormwater Quality groups
- Regulatory – Add a Second Person for Liaison to support the role of the newly formed Regulatory Committee
- Conference – Re-establish Field Tours, consider re-establishing Silent Auction for Scholarships
- Community Advancement (name change) – Add Low Impact Development or Green Development and Mapping. Develop mechanisms to provide Tribal FPA Assistance, Urban FPA Assistance, and Rural FPA Assistance. Consider Integrated Floodplain, Stormwater and Stormwater Quality integration.
- Education – Increase and Enhance FPA Training, Training for Elected Officials, Insurance Agents, Bankers and Mortgage Companies. Update and review course in OFMA Institute. Begin creating webinars from OFMA Institute classes.
- Disaster Response Team (DRT) - expand participation and training, EMAC funding, Continued Coordination with OEM (Steve Palladino and Bill Smith)
- Hazard Mitigation – Development of enhanced program to provide toolbox of education and resources for Local Communities. Re-establish a fully functional and participating committee; evaluate financial options for communities to consider; allow voice for smaller communities for mitigation and post-disaster options; participate in State of Oklahoma Mitigation options; address Repetitive Loss issues; etc. Review Title 63 in Oklahoma legislation; develop Mitigation Plan options; Work with Silver Jackets on flood resilience program; consider non-disaster grants; link communities to Federal mitigation funding sources including, but not limited to FEMA BRIC/FMA, 406 Mitigation, HHPD, and others. Develop a Mitigation Workshop.

The participants were divided into working groups for the afternoon session on Wednesday and began the process of taking the above changes/enhancements to the Board.

Throughout the first two days, the workshop attendees also participated in discussions of topics presented by OFMA Membership on the comments from the Annual Conference. Issues included: Longevity for Board positions, Technology issues, Conference poster boards for Regional Representatives on OFMA map, Past Chair Plaque (update and present), and Memorial Plaque. There was discussion about how the Regional Representatives currently and could better serve the OFMA members in their regions. All Regional Representatives were provided with a list of all OFMA members in each region with contact information.

Other specific topics of discussion for Local FPAs included:

- Understanding FEMA regulations and correlation with Local Regulations
- Lowering Barriers for FEMA Grants for Local Mitigation Projects
- Rural floodplain management vs. Urbanized floodplain management
- Education to local FPA and OFMA members on methodologies of informing political officials concerning the need to support adopted regulatory requirements; thus supporting membership from both a political viewpoint and technical expertise of floodplain issues.
- Re-create Speakers Bureau to support local FPAs in educating political leaders in communities

On the following page is a list of “action items” that were discussed on the final morning of the Strategic Plan Retreat. Assignments were made on some of the items discussed and others will require volunteers and/or appointments by the Chair.

## 2021-2022 Action Items:

### ACTION – Reconnect with Other State Organizations

1. ACCO – 1 of 3 Annual Conferences via Booth with Model and Speaker (MAR – JUL – OCT generally)
1. City Manager’s Association
  - a. Conference joint with Mayor’s/City Attorney’s– JUL – Speaker and Shared Booth with Consultant – Discussion in ARPA
2. Governor’s Water Conference
3. Oklahoma Municipal League - Presentations
  - a. OFMA also to present Certificate with OWRB
1. Oklahoma Chapter of American Planning Associations – Presentation and Bring Model – Fall 2022 – Enid, Oklahoma
2. OID – co-host insurance specific presentations

### ACTION – Legislative and Regulatory

1. “Divide and Conquer” with Legislative Committee Members education of proposed or pending legislative bills
2. Continue to re-establish relationship with Oklahoma Insurance Department and begin to build relationships with other agencies that may have new interest in flood risk reduction.
3. Evaluate impacts of federal funding streams such as American Rescue Plan and Infrastructure Bill on floodplain management and flood risk reduction.
4. Provide comments on re-opening of federal floodplain management regulations consistent with OFMA’s mission and past positions.

### ACTION – Legislative Reception

1. Develop Postcards and Hand Deliver by Ellen Stevens and OWRB
2. Schedule Room
3. Schedule Catering
4. Set Meetings with Key Members of House/Senate

### ACTION – General Membership Support

1. Work with Stakeholders to develop Mitigation presentations and secure spot on OEMA Conference Agenda
2. OML CRS Breakfast
3. Review duties of Regional Representatives, participate with OWRB in CACs (OWRB to provide script), business cards for RR.
4. Social Media – detail strategy and assign volunteers
5. Memorial Plaque to Honor OFMA members and FPAs (bring to conferences with its own booth – fund raiser for scholarships)
6. Raise OFMA profile with around the state visits

### ACTION – OFMA Committees

1. Add Vice Chair for Insurance and Regulatory Affairs
2. Community Support – Change name to Community Advancement
3. Change Stormwater Quality subcommittee name to a Low Impact Development designation – considering green infrastructure, low impact development, integrated stormwater management, and expansion of MS4 communities.
4. Add four (4) subcommittees - Mapping, Tribal Floodplain Management Assistance, Urban FMA, Rural FMA
5. Finance – expand to include budget and fundraising volunteers
6. Education – split into focus of elected officials and FPA training

7. PDCC – move Training Cadre to Education/Outreach committee with point persons on specific topics
8. Regional Representatives to help “pre-certify” communities for OFMA DRT support – signup with letter and resolution

# Appendix A`

## OFMA Planning Retreat Attendees

	<u>October</u>	<u>27</u>	<u>28</u>	<u>29</u>
Rev. Bill Smith, HISINC, LLC, Past Chair, DRT Coordinator		x	x	x
Tom Leatherbee, Hagerty Consulting, OFMA Insurance/Regulatory Affairs Chair		x	x	x
Ellen Stephens, Consulting Engineer, Chair		x	x	x
Lincoln Irvine, Benham, Vice Chair		x	x	x
Rachel Cooper, Wagoner County, Secretary		x	x	x
Carolyn Schultz, USACE Retired, Treasurer		x	x	x
Mike Kimbro, ODOT, Region 1 Representative		x	x	x
Kenny Schwab, City of Broken Arrow, Region 2 Representative		x	x	x
Dennis Yochum, Leflore County, Region 3 Representative		x	x	x
Johnny Barron, City of Altus, Region 4 Representative		x	x	x
Jesse Beck, City of Ponca City, Region 5 Representative		x	x	x
Morgan Pearson, Meshek & Associates, Stormwater Quality Committee Chair		x	x	x
Joe Remondini, USACE Retired, PDCC Chair		x	x	x
Janet Meshek, Meshek & Associates, Conference Chair, BFE Editor		x	x	x
Aaron Milligan, OWRB, State NFIP Coordinator		x	x	x
Jon Phillips, OWRB, Floodplain Specialist		x	x	x
Gavin Brady, OWRB, Past State NFIP Coordinator		x	x	x
Miranda Thomas, OWRB, Floodplain Specialist		x	x	x
Ed Fite, GRDA		x	x	x
Jennifer Wasinger, Freese & Nichols, Membership Chair		x	x	x
Matt Rollins, OEM, State Hazard Mitigation Officer			x	x
Bill Smiley, USACE, Mitigation Officer			x	
Steve Palladino, OEM, Field Supervisor Disaster Response			x	x