

WAEE Board Meeting

March 24-25

Whispering Pines Retreat Center, Shawano, WI



Housekeeping:

- Facility instructions from Bruce
- Thank you to Bruce for arranging the facilities
- Agenda changes – we will add and change as we go

Consent Agenda

- Approval of January meeting minutes with no changes
 - Betsy moves to approve and Bruce seconds – all approve
- Financial Dashboard/updated financial report
- Review committee reports and updates
 - Management and Finance
 - FY 16 Annual Report review
 - Future deadline for completing report will be August/September
 - SECC contributions – there is a possible merger between WEEF and NRF that may affect this process
 - FY 18 Budget
 - The recommendations from the Finance committee concerning the FY 18 budget were approved.
 - Conference and workshops
 - Chrystal and Michael are co leading committee. Bruce must step back due to health concerns
 - The theme Water Rising was chosen.
 - 6 strands were also chosen.
 - There was some discussion on whether we should require membership for conference attendees.
 - Membership
 - Membership renewal reminders will be sent through Wild Apricot 30 days and 7 days in advance of expiration. 30 days after expiration we will send a post card.
 - Lapsed members: why aren't they renewing? What can we do about it? Some lapsed membership is from requiring membership of conference attendees who do not intend to renew
 - The membership committee will make a yearly membership plan.

- How do we grow our membership?
 - What is our story?
 - Our missions should be our story about how we want to change the world.
 - How do we grow the membership to reach new audiences?
 - Our mission is not who we are but what we are going to do.
 - How inclusive do we want to be?
 - Start with pulling word bubbles from membership at large.
 - Draft map for organization membership to give them more exposure
 - Find way to easily update or delete organization memberships from map
 - Lifetime members: sending out emails and letters to insure accuracy of information. One new lifetime member will be chosen each year at the Awards Ceremony. Stefan Anderson is this year's awardee.
- Awards
 - We will have a basket raffle and wheel this year and not the traditional silent auction
 - Lynn will register board members except Nathan and Betsy
 - Administration
 - Joint meeting report: WAEE/WEEB/WEEF/WCEE
 - Joint meeting of the WEETeam was lightly attended. Betsy, Amy and Nathan attended
 - There is a movement to reinstate the WEEB
 - Senator Mursau wants to tie it to the budget
 - Broke into small groups: marketing, media, status and needs survey
 - Develop personal face to face relationships with your senator
 - Get background on the person you are meeting with and know how they have voted and approach respectfully
 - What do we do as advocacy? What ties us all together?
 - WEEB was supposed to be informing and educating and not just a grant giving organization.
 - Corey from Mursau's office says removing the mill tax will make it difficult for WEEB to restart
 - What can we do to advocate for the mill tax?
 - How do we get to be partners with hunters and fishermen and so on?
 - Ee360 opportunity from NAAEE
 - As part of the ee360 training grant, NAAEE and the Affiliate Network will be holding a Leadership Clinic in June. The four-day clinic will provide an opportunity for Affiliates to strengthen their roles as leaders within their states, advancing effective environmental education with larger and more diverse audiences.
 - At the clinic, teams from up to 12 states will:
 - Work together to develop a capacity building plan with demonstrable and measurable goals to move their organizations forward

- Network with other Affiliates, both informally and through structured discussions
 - Develop individual and organizational skills in areas identified in advance by participants (such as cultural competence, fundraising, and organizational management)
 - The clinic is scheduled for June 5–9, 2017 at the USFWS National Conservation Training Center in Shepherdstown, West Virginia.
 - There will be additional training and collaboration at the NAAEE conference in San Juan in October 2017.
 - Today is the deadline to apply – Betsy will send in the form
 - We need 4 people to attend the two training opportunities
 - Hosting teams from 12 state affiliates with plans to move their affiliates forward
 - Outcomes must happen quickly
 - The entire board will work as a team but a small team would travel to West Virginia and NAAEE
- Rebranding Efforts
 - Digital Pollen made a phone presentation to the board explaining the three brand concepts they came up with for the WAE rebranding.
 - The board then discussed the three concepts and came up with the one we felt would present WAEE as a professional group when doing advocacy.
 - Jessica will give our feedback to Digital Pollen and they will continue to work with that concept
 - What will we do with the membership brochures we developed last year?
- Random Items
 - Student update
 - Brent and Joey are trying to get students from different schools involved and see that they need
 - They are also working on the organizational map
 - DNR Magazine – We been approached via email about helping keep this magazine alive.
 - We decided that we don't have the capacity to do this but sited a few things we would be able to do to help:
 - We could support it
 - We could advertise to our membership to see this as valuable
 - We can encourage members to submit articles
 - Energy Fair Sponsorship
 - Laurie will check into partnering with WCEE to have a display and put in man hours on Sunday, June 18 (the fair runs June 16-18)
- EE Certification
 - There was continued discussion about EE certification and who should take on this project
 - Laurie presented a draft of a survey to be sent out
- Wisconsin Partnership Program – UW School of Medicine
 - Oversight advisory committee reviews the proposals/concepts.
 - Give three 1 M grants a year.
 - Person would be program manager of project.
 - We would combine with someone since program operations have to be \$250,000.

- Community academic partnership grant. Academic person must be involved.
- Proposal is due in June. Announced in November.
- Could be a piece that would work towards a full time exec director that WAEE would be able to support. Have to show sustainability. Statewide services is preferred. Riverdedge would be a good choice even though not a state wide agency.
- Connect with Andrea (program officer) and present concept and partners to see if this is doable for this year or not.
- Grant for \$1,000,000 to hire full time executive
- Connect with advocacy
- Connect schools with nature centers
- Organizations like Riveredge, Aldo, WCEE (Improvement and evaluation)
- Would use the 5 years of the grant to prove that it works
- Eventually becomes self sustaining
- Takes us away from the primary reason for the grant to provide a exec director and work with advocacy
- Because of the turnover of the board an exec director would tie things together better and get things accomplished.
- Special Interest Groups
 - There was discussion about the designation of SIG's and the benefits they and WAEE would receive
 - Wisconsin Water Thinkers and Jeremy Solin had requested this discussion
 - We decided:
 - We would run events for SIG's through Wild Apricot, but there would be an administrative fee
 - WAEE would have access to all contacts within the SIG
 - We can run the SIG's financials through WAEE with an administrative fee
- Fund Raising
 - We reviewed the fund raising letter written by Jessica and approved a fund raising campaign to be run before the end of the fiscal year.
 - Lynn will pull contacts from the old Access list and the Wild Apricot contact list for the mailing.
 - Letters will go out with a return donation envelope.
 - Lynn will run all printing and mailing through UWSP.
 - We have a stated goal of \$2000 to help with advocacy projects
- Liason Reports
 - WCEE
 - The center is focusing on whole districts, money issues, spring workshops, placed based resources, summer classes and workshops
 - DPI – no report
 - WEEB – no report
 - WEEF – no report
 - TENFEE – no report
- The board would like to thank David Eagan who joined us for the evening and supplied a mental break by teaching us how to make twine from different fibers. He also joined us for dinner.