



## WAEW Board of Directors Meeting

Location: Aldo Leopold, Black Earth

March 22, 2015

### 9:00 noon Begin Meeting

#### A. Call to Order

Present: Scott, Stefan, Steve, Emily, Licia, Amy, Betsy, Rebecca, Cathy, Lynn

#### B. Housekeeping Items:

1. Meeting Time Keeper, Note taker, and point out the "wood lot"
2. Agenda changes (special guests, public input, etc.)
  - i. Remove EE Capacity (C1)
  - ii. Remove D4
  - iii. D2 Tabled for May board meeting
  - iv. Remove H
  - v. Add Master Naturalist Program to New Business
3. Review of previous meeting minutes
4. Approval of previous meeting minutes
  - i. Stefan moved to approve minutes, Scott seconds and all approve.
5. Review of Action items
  - i. Amend agenda appropriately for discussion on needed action items

#### C. Old Business

1. EE Capacity Grant –Update
  - i. Removed from agenda
2. EE Consortium as a more permanent stakeholder advisory panel for state-wide initiatives
3. WAEW annual budget review and approval of budget for 2014-2015 year
  - i. Administrator hours (Stefan, Steve, Lynn)
    1. Need to contract with UWSP for over 20 hours. This will be decided at the May meeting. May contract for 10 extra hours to give flexibility but only budget for 5 extra hours.
    2. It was decided to give Lynn a 4% raise. Motion made by Steve, seconded by Cathy and all approved.
  - ii. Draft of next year's budget to include Admin and 2 board members to go to NAAEE Conf
  - iii. Discuss board perks for board meetings and conferences
    1. It was decided that no travel reimbursement would be given for board meeting. Board members will receive free WAEW memberships during their stay on the board. Funds have been included in the annual budget to defray annual conference, winter workshop and awards ceremony registrations.
  - iv. Contingency Fund
    1. No funds will be budgeted for the contingency fund. At the end of the fiscal year a percent of the unused funds will be designated for the contingency fund. The percent for this year and following years will be determined at the May meeting.
  - v. Raising membership fees
    1. Membership categories were redefined. Corporate life and 2-year individual categories were eliminated. Other categories will be revised after the by-laws have been updated.
    2. Membership fees will be increased to \$35 for individual, \$25 for student and \$100 for organization.
  - vi. Funds for conference display
4. Update on creating Special Interest Groups within WAEW – WI Nature Centers Collaborative, ECE, K-12 teachers, and others (Steve)

5. NAAEE Conference update for 2016
  - i. We were informed that the 2016 NAAEE Conference will be in Madison.
6. Children's Outdoor Heritage Proclamation
  - i. The goal will be to get it on the state agenda. The hope would be to be able to get federal funds to go to the WEEB to help save the WEEB.
  - ii. Stefan may have Conserve students create a PSA.

#### D. New Business

1. New student board member election
  - i. A job description for the student board member was developed.
2. Revisit 5 year strategic plan for MEEC savings/write policy about reserves
  - i. This items is tabled until the May board meeting.
3. Possibility of creating list serves/LinkedIn for WAEE members
  - i. Discussion included the idea that every member would be invited to join a member communication network to get information.
  - ii. The thought would be to use LinkedIn or Wild Apricot
4. Discuss option for WAEE to purchase a PO box (\$31/6mo)
  - i. During times of needed advocacy, the UWSP has asked WAEE to be as distant as possible. This especially includes our website and our address.
  - ii. Betsy made a motion to purchase a Stevens Point PO box. Scott seconded the motion and all approved. This has been included in the proposed budget.
5. WAEE back up plan
  - i. What happens if WCEE is impacted by the proposed budget cuts
    1. The statue requiring the WCEE to exist with state funds is on the chopping block. However, the WCEE gets a small percent of state funds for overall budget .
    2. Those funds will now be decided by the Dean so the center may net get as much funds but the Dean has said the center will exist. It will look different as fewer people will be employed. People will not be hired to fill all positions as people are leaving. The Center Director search is back on. Two people will be on campus in the next two weeks.
    3. LEAF gets money from DNR so that outcome is not known.
    4. KEEP gets money from utilities so they might be OK.
    5. EE in Wisc position is switching to WEEF.
    6. DPI wants to eliminate Victoria's position. It might get added into science, Kevin Anderson's position.
  - ii. What roles can we take on
  - iii. Is there other housekeeping we can do now to be prepared
6. WAEE Committees – assign roles
  - i. Membership Committee (Stefan, Lynn, Emily, Amy and 2 members at large)
    1. Membership drive –
      - a. We have already targeted past organization members.
      - b. We will be mailing a membership letter and information to the 800 names on our Awards mailing list. - DONE
      - c. We will be emailing all the contacts in the Nature Center collaborative and encouraging membership before the rates increase. - DONE
      - d. Goal is to double our membership to 700
      - e. There was discussion about putting area region items in newsletter and possible switching the newsletter to Wild Apricot.
      - f. Stefan moved to add \$100/month for April-June to advertise on Facebook for the membership drive.
    2. Awards (Emily, Becca, Licia)

- ii. Finance (Scott, Licia, Lynn)
- iii. Networking (Steve, Emily)
  - 1. Marketing (Amy, Cathy, Scott and Emily)
- iv. Conference oversight committee (Fall Conf/Winter workshop)
  - 1. Annual conference MEEC (Betsy, Amy, Becca)
  - 2. Winter Workshop (Licia, Steve, Jon H, Lynn)
    - a. Discussed inviting NAAEE to Winter Workshop
    - b. Discussed inviting state affiliates to Winter Workshop
- v. Fundraising
  - 1. There was some discussion about developing a fundraising committee. This committee is not listed in the by-laws.

#### E. Events

- 1. Awards Ceremony 2015
  - i. Discuss award categories and the possibility of adding some type of green business award and a non-tradition category
- 2. Winter Workshop 2016 (Licia)
- 3. MEEC 2015 – WI
  - i. MEEC Update (Betsy)
  - ii. Registration software – we will be using Wild Apricot for MEEC registration. We are working to get the membership application of Wild Apricot up and running as the MEEC registration is based on membership.
  - iii. WAAE member meeting at the MEEC – who will plan this?
- 4. Annual Conference 2016
  - i. NAAEE 2106 conference will be held in Madison so that will be the WAAE annual conference for the year. Discussions are underway to determine the financial implications of the conference for WAAE.
- 5. NAAEE conference 2015

#### F. Committee Updates

- 1. Membership Committee – See above
- 2. Networking Committee Report
- 3. Advocacy
  - i. Website
  - ii. Petition – keep forwarding the petition
  - iii. Propose amendment to the budget – need to find legislator
  - iv. Organizational letter from key players ( Con. League of Voters, WEEB, WEEF, etc.)

#### G. Financial Report

- 1. Stefan moved to approve financial report. Cathy seconded and all approved.

#### H. State Board/Agency Reports: DPI Report (Victoria Rydberg), WEEB Report (Ginny Carlton), WEEF Report (Kathy Kuntz-Jesse Haney), WCEE Report (Jeremy Solin)

- 1. This was removed from the agenda. Board members have copies of reports in meeting folder.

#### I. Administrative Office needs, issues, updates, etc

- 1. There were no office needs, issues or updates.

#### J. Next board meeting is May 6 at 1:00pm. Working meeting 11am. Fox River Alliance.

**3:00pm**

**Adjourn, clean up and departures**