



## WAE Board of Directors Meeting

Schmeckle Reserve

November 15, 2015

### Begin Meeting 10:30am

- A. Call to Order 10:47am
  1. All present except Cathy.
  2. Gave departing gift to Steve Kerlin in appreciation of all he has done for WAE and Environmental Education in the state.
  
- B. Housekeeping Items:
  1. Meeting Time Keeper, Note taker, and point out the "wood lot"
  2. Agenda changes (special guests, public input, etc.)
  3. Public Input
  4. Review of previous meeting minutes
  5. Approval of previous meeting minutes
    - i. Stefan moves to approve, Jessica seconded. Motion carried.
  
- C. Committee Reports
  1. Management & Finance
    - i. Finalizing funding categories (Licia)
      1. Discussion about how to actually start Legacy and Contingency Fund. The \$10,000 and \$24,000 amounts seem to fit well into these two funds.
      2. Stefan suggested to follow the policy and write amounts into the next budget cycle at spring Retreat in March 2016.
    - ii. Board Elections
      1. 3 spots to fill
      2. Steve moves to have Stefan replace him for the remainder of his term. Emily seconded. Motion carried.
      3. There was a discussion about gender diversity on the board.
      4. We need to take a critical look at the makeup of the board and see where we have gaps. Who do we want to run for the board positions?
      5. In future years, the executive committee should meet in the summer before elections and find the gaps (higher education, formal education, finance) and generate a list of recommended candidates.
    - iii. Board meetings (added)
      1. Jessica recommended changing the meeting format from face-to-face trading with shorter, more frequent phone conference calls.
      2. Rebecca suggested meeting efficiency improvement by having all committees meet before general Board meeting, submitting reports and holding Board members accountable for reading reports ahead of time.
      3. Stefan recommended an action item check in.
      4. Stefan will look into alternative meeting formats.
      5. Betsy favors face to face meetings.
    - iv. What is needed for new board introduction
      1. Betsy wanted to get input on what is lacking in new Board member introductions. A half hour meeting before Winter Workshop is too little too late.
      2. Possibly add a time slot Sat am or pm to Winter Workshop dedicated to new member introductions. Or maybe have an early Friday dinner. Current Board members there to give advice.
      3. Set up mentoring – current Board member with new Board member

4. Inform new Board members on what they are expected to be a part of, what are the current roles on the Board, where are we going this year.
5. Introduce the new Board members to major ongoing projects (NAAEE, consortium, finances, goals for the year, etc.)
6. This would have more of a welcoming personal touch and make the new members feel more a part of the Board. It would also help them see where the holes are and where they could fit.
7. Work out flow of information about who won and other information.

## 2. Conference & Workshops

### i. MEEC wrap up (Betsy/Becca/Amy)

1. Compliments and thanks all around for a great event.
2. Numbers should be around \$40,000 in the black.
3. Stefan suggested having the annual conference at Monona Terrace, but Betsy thought it would be too expensive.
4. Stefan suggested keeping conference in bigger metropolitan areas
5. Steve suggested having the conference at the same location each year, or trading off every other year for ease of planning
6. Steve suggested keeping tracks aligned with the state survey needs results. There were hot topics this year that encouraged attendance.
7. Stefan suggested opening up all keynote/plenary speakers to the public
8. The organizational partners (Wisconsin Book Festival and UW-Nelson Institute) were very pleased.

### ii. Winter Workshop (Licia/Jess)

1. There will be a committee meeting by phone next week.
2. 10 proposals in so far
3. Need featured speaker
4. Theme is "It Takes a Village: Promoting Societal Change Through EE."
5. Cost at Treehaven remains the same as last year.
6. Registration is open online
7. EEinWisc put a Register Now button on their website.
8. Board recommends moving Brutal Gourmet to after dinner. In previous years, Brutal Gourmet has made participants late for some sessions.
9. NAAEE invited to come to WW
10. Jess suggested NAAEE host a session at WW

### iii. NAAEE updates

1. Christiane, Lori and Judy are coming December 9,10.
2. Christiane is very sad at Steve Kerlin's departure. Let Betsy know if you are interested in stepping into Steve's role.
3. Judy will select keynote. Steve Pomplum wants to get John Jarvis, but Judy wants to focus on diversity.
4. Acorn Naturalists is sponsor.
5. Have \$10,000 grant to help WAEE members to attend.
6. Need committee members to help with fundraising, auction items, field experiences. Lori Mann is concerned about stacking too many workshops/fieldtrips into one day.
7. The Board supports the idea of having Betsy 'work' for NAAEE. Christiane likes the idea and will check with Judy.
8. We need to write the contract to get our \$20,000. Nothing is in writing to this point.
9. Steve mentioned that we need to preserve the right to fundraise separately.
10. Upham Woods would like to be a housing site for the conference.
11. No theme has been selected yet.

## 12. Voyageur Canoe Race

- a. Stefan suggested parking the canoes as a display item inside Monona Terrace.
- b. One session might be to take a tour of Lake Monona in the canoes
- c. Canoe race could be a fundraiser just for Wisconsin.

## 13. NAAEE 2015

- a. "Funding for Success" affiliate workshop – Licia and Lynn says its great information. Could possibly use at Spring Retreat
- b. Has fundraising plan worksheet and summary of how other affiliates raise money.
- c. Also attended a session on board management.
- d. Licia picked up other affiliate pamphlets for comparison in developing new displays or pamphlets, etc.

## 3. Membership

### i. Update on numbers and member drive

1. 409 active members now. Goal is 500 for this year.
2. Next year NAAEE scholarship would be for WAEE members only.
3. Organizational spotlight in newsletter
4. Need to create new brochure and business cards
5. Rebecca suggested fleshing out member drive before the WW meeting
6. Member benefits – newsletter and discounted registration for events
7. Facebook – organizational spotlight
8. Member map – map-o-list on Excel
9. Plug each member organization with a logo on website (exists for Consortium members)

### 10. Website badge

### ii. Newsletter – timing of posting to website (Lynn/Jenny)

1. Post Newsletter right away and have newsletter
2. Keep minutes and put on regularly
3. Create template of questions for newsletter and embed on website
4. Betsy questioned getting emails from WCEE through WAEE.
  - a. These are emails that are sent to the nature center inventory through WAEE

## 4. Awards

- i. Lynn met with Jesse and worked out financials.
- ii. Sponsorship dollars and silent auction money going to cover cost of banquet. Left over money is split 50/50 with WEEF.
- iii. After all costs, about \$2,300 will go to both WAEE and WEEF
- iv. Organizationally, the income has gone down since we started partnering with WEEF.
- v. Awards committee has not had the final wrap up meeting yet.
- vi. Discussion of formats for Awards:
  1. Think about the audience...
  2. Conflict between fundraising and recognition event.
  3. Not getting the return on committee members' time financially
  4. Propose for 2016 dropping the ticket price and any money raised WEEF can keep
  5. Only expenses for us are cost of plaques
  6. Is now the time to change models or should we wait until after 2016 banquet. Stefan suggests waiting.
  7. At Spring Retreat, revisit relationship with WEEF

- vii. Wrap up of 2015 (Emily)
- viii. Updates for 2016 (Emily)
- ix. MOU with other orgs
- x. Dave Engleson plaque is full – what to do?
  - 1. Get add on board
- xi. Networking
- xii. Nature Center Collaborative – what happens when Steve is gone
  - 1. Goal is to have regions take more control of their areas. This model should go forward. (NEWNA will not want to be part of WAEE)
  - 2. WAEE should continue to support 4 regional events, or maybe step it up to \$1500 next year for one meeting in each of 6 state areas. Steve’s hope is that Justin and Kendra will continue to use the Ext and WCEE dollars to support this effort.
  - 3. Money and personnel will be needed to keep nature center collaborative.
  - 4. It is not known where Steve’s 25% position to support NCC will go. Justin Hougham has expressed great interest in in taking over the NCC.
  - 5. WAEE can advocate/lobby for WCEE to keep the 25%
  - 6. Steve suggested adding a small consultant to make sure of 1-2 meetings in each region/development officer that increases memberships and writes grants. This may or may not be a bridge to an executive director position. Jessica suggested using the League of Conservation Voters as a template.
  - 7. Possibly core group can discuss this project with conference call in December. Amy, Steve, Stefan, Becca Emily and Betsy.

#### 5. Advocacy

- i. Outdoor Heritage Resolution– next steps (Betsy)
  - 1. Betsy asked for ways to promote that the bill passed
  - 2. Steve suggested an announcement in the NAAEE newsletter
  - 3. Stefan suggested making a video with the reading of the proclamation.
  - 4. Make photos for each phrase. Steve suggested an email to the 700 organizations list to ask for photos.
  - 5. Can we make a video at Winter Workshop?
  - 6. Make printable plaque for schools
  - 7. Suggestion to add the 2 sponsors to the awards banquet. Stefan offered to print the resolution out on heavy cardstock.
  - 8. Put PDF on Website
  - 9. Conserve School is talking about a marketing plan saying how they do all the things in the resolution
  - 10. Suggestion to do one thing a week on Social Media.

#### D. Admin

- 1. What’s up with WCEE/UW staffing and office space
  - i. Lynn will get information from Kendra (WCEE Interim director) about future of WAEE admin position in the center and a comparison of salary and fringe costs
  - ii. Becca will look into cost of office space in Stevens Point
- 2. What are our next steps
  - i. Office space is essentially free at WCEE along with upkeep on computers, printers, tech support
  - ii. Anything bought outside of the contract with WAEE credit card/check is WAEE property
  - iii. Lots of advantages to being on campus. Would UWSP rent WAEE office space?
- 3. Work study student (Lynn)
  - i. Lynn hired a student (freshman from Suzuki) for 40 hours @ \$9.00.

- ii. Scott motioned to add 40 hours (80 total) to work study budget. Emily seconded. Motion carried.
  - 4. Office needs/issues (Lynn)
- E. Students
  - 1. Student meeting at WW (Jenny and Kelly)
  - 2. Kelly will touch bases with Jenny. Reach out to other universities.
  - 3. Stefan can send ask to Conserve School alum list.
  - 4. Pick a topic to discuss.
  - 5. Student meeting is Saturday night. Ask what they want from the Board.
  - 6. EENA planned Winter Olympics for WW in the past. Maybe put on workshop this year?
- F. Liaisons
  - 1. Betsy will set of email contact 2-3 weeks before each meeting to ask for a report.
  - 2. WEEB
  - 3. WEEF
  - 4. WCEE
  - 5. DPI
  - 6. DNR
- G. New Business
  - 1. Joint Meeting wrap up
    - i. Take away was that they want to have another meeting.
    - ii. WAEE is the strongest organization and has the ability to make decisions
  - 2. Communication with other groups in the future
  - 3. 10 person committee – Stefan and Betsy
    - i. What is the desired outcome?
    - ii. They can't make decisions for WAEE as a whole.
    - iii. WAEE knows what they are doing and other organizations can't tell us what to do.
    - iv. We have members from all over the state and are also the most financially stable of the groups.
  - 4. Designating funds for joint effort
    - i. WAEE will not designate any funds at this time.
  - 5. Move to extend the meeting to 3:30
  - 6. Generosity platform – Stefan volunteered to develop student scholarship fundraising platform to raise money for students scholarships to use for scholarships for conferences and winter workshop.
  - 7. Make a video for a year end ask. Stefan can get yearend ask together be December 1, 2015.
  - 8. Target is \$20,000
  - 9. Need student testimonials from previous winter workshops and video students in January at WW.
- H. Old Business
  - 1. EE Consortium – need charter before Steve's departure
    - i. What is the consortium and what does it do
    - ii. Emily, Justin and Carly.
    - iii. Three initiatives - Technology is woven into all themes
      - 1. Continue Marketing and message
      - 2. Marketing and Professional Development
      - 3. Diversity and Inclusion
    - iv. Have people in the consortium choose which item they will choose and have a subcommittee with that group
    - v. Survey is part of the new consortium grant.
- I. Action Items

Jessica will resign from the board Jan. 1

Emily says that it has been a pleasure to work on the board.

Scott motions to adjourn. Emily seconds. Motion passed.

**Adjourn, clean up and departures**