



WAEF Board of Directors Meeting  
Aldo Leopold Foundation, Baraboo  
July 29, 2015

**Begin Meeting 12:00**

Present: Betsy, Emily, Licia, Stefan, Steve, Scott

Absent: Jessica, Carly, Cathy; Partial call-in: Rebecca

- A. Call to Order, 12:19 pm
- B. Housekeeping Items:
  1. Meeting Time Keeper (Betsy), Note taker (Amy), and point out the "wood lot"
  2. Agenda changes (special guests, public input, etc.) Review of previous meeting minutes
  3. Approval of previous meeting minutes (Betsy motioned to approve, Steve seconded. Motion carried.
  4. Review of Action items
    - i. Amend agenda appropriately for discussion on needed action items
    - ii. Organizational membership extended to Wehr Nature Center for hosting for Nov. mtg.
    - iii. Action Item – Develop marketing committee – assigned to Cathy

C. Old Business

1. Legacy fund and Contingency fund (Licia and Scott) –  
Board thought \$40,000 profit seemed unlikely; perhaps doesn't include subtracting Lynn's contract or includes Stefan's \$15,000 already committed.  
Unpaid expenses be listed as encumbrances on the end of FY budget so are accounted in the final FY calculation for Contingency Fund  
*Board voted to keep Contingency Fund as separate account*  
Stefan suggests capping the CF account– no contributions made for a year if current balance exceeds a certain TBD amount, and do not include a % cap on withdrawals, because the fund is earmarked for emergencies. Board should need to vote to access funds.

**Action Item:** Licia/Lynn will research a five year average of expenses and profits and propose a number to cap the Contingency fund at.

**Action Item:** Lynn research possible types of accounts to keep the Contingency Fund in (i.e. Money Market, CD, Savings, etc)

Legacy Fund-

**Action Item:** Lynn research when last deposit was made to \$10,258.13 unknown account  
Possible uses for fund: pilot projects (regional meetings), PSAs for current bills or advocacy issues. Designed for non-recurring efforts, i.e. Strategic Planning. Betsy said potentially also used for additional marketing efforts, exhibiting at other conferences; any member could make a proposal for use of that fund, but it should not be a grant program. *Money comes out through a Board vote.* Betsy suggested a potential bylaw change so future Boards have a guideline on how/when these accounts will be used. Potential limits of no Board can allocate more than 50% of the Legacy Fund in a given year. *Also keep as separate account.* Steve recommended keeping in checking total year's operating expenses + 10%. Betsy proposed starting the Legacy Fund (LF) with the \$23,141 2007 MEEC money to start, but after the current MEEC conference expenses are totally paid.

**Action Item:** Licia/Stefan/Scott will develop a description of the Legacy Fund's purpose, examples of potential uses, guidelines for how to make proposals for use of the fund, and proposed limits on withdrawals on the fund.

## 2. EE Consortium

- i. Discuss how WAEE will clearly lay claim the consortium as a stakeholder working group similar to a committee. Steve suggests calling it the WAEE Consortium to give it a home; it's nebulous now. Consortium members were not necessarily WAEE members, but were paid membership through the grant. Betsy suggested creating categories of posts to be filled. Members represent an institution, region, or stakeholder interest and the individual membership is covered (\$35) for participants. Not a Friends group. Some of the restrictions were based on the parameters of the original grant; now the grant period is over, the guidelines for who participates and with what responsibilities/benefits can change. Question on if Steve is not in current position/Ext, who takes over? Is it a committee, SIG, or other? Cathy asked is the Consortium the same in function as the Networking Committee?
- ii. Discuss how WAEE should communicate the purpose and benefits of the consortium.

**Action Item:** Steve/Emily/Betsy/Stefan write a charter for the EE Consortium to spell out history, nature of pilot project, purpose, guidelines for who/how participants are selected, and what responsibilities/benefits/roles/duties are afforded to members at Sept mtg.

## 3. Update on creating Special Interest Groups within WAEE

Gerry Slater from Milwaukee, representing WI Nature Action Collaborative for Children, focused on EC EE efforts, is interested in an early childhood special interest group in WAEE; approached Steve. Wants to utilize WAEE to raise profile and impact for nature in EC education. Betsy suggests Steve ask Gerry to write a proposal to create an EC SIG. Cathy says create a bylaw to define SIGs and who/what they are and how they interface with WAEE; Stefan says not bylaw, but a WAEE Policy document. Is the WI Green Schools Network also a SIG?

**Action Item:** Steve/Stefan/Scott/Rebecca lay out SIG application, expectations, process, benefits for SIG and WAEE, and how SIGs fit into the WAEE mission of advocacy, networking and recognition

## 4. WAEE's Cooperative relationship with EEinWisconsin (Steve)

WEEF employs Administrator of EEinWisconsin.org instead of the WCEE. Waiting on price updates for EEinWisconsin.org. Had originally asked WAEE for \$10,000 to support the WEEF in supporting EEinWisconsin.org, but Board rejected that.

## 5. Children's Outdoor Heritage Proclamation –

**Action Item:** Betsy follow up with Rep. Taylor's office on status of bill

## 6. Bylaws changes vote results

**Action Item:** Amy follow up with Lynn on Bylaws amendments notes and announcing those results to membership

## D. New Business

1. Work study student – approve extra funds so the pay will be \$9.00/hour. (Steve)  
Information on WAEE's contract with the WCEE not updated to reflect like position salary raises (contract says \$7.25/hr (75% of minimum wage), which we can raise to \$9/hr, and the student hours would be 5-10 hours, supervised by Lynn. Will amount to about \$1,000 additional in the budget. Lynn will now report to Kendra Liddicoat as CNR Interim Director. Since 75% work student allocation is covered by federal funds, Steve has to find a work study student to fill the position.

**Action Item:** Licia will investigate exact amounts to cover the raise of work study student salary to \$9/hr and the increase in hours from 5-6 hrs/wk to 10 hrs/wk. **Deadline: Aug. 10**

**Action Item:** Licia get input from Lynn on specifics and what she needs as far as work study student help **Deadline: Aug. 10**

2. Decide on tagline for WAEE to be used on shirts, etc. (Cathy)  
Proposed a list of tagline options. Cathy suggests Board members select 5 choices and then membership votes on 3 favorites. Also said WAEE logo looks like an old Forestry logo. Betsy said this issue of rebranding has been discussed for many years and sees the tagline issue as part of a much bigger marketing/rebranding effort. Stefan suggested putting Networking, Advocacy, Recognition as tagline on t-shirts

**Action Item:** Lynn order new Board member polo shirts with same logo but with “Networking, Advocacy and Recognition” embroidered anywhere they can fit it.

**Action Item:** Lynn please order new name tag for Amy

3. Nature Center network budget information – Steve reports its operating within budget. Next upcoming networking meetings are NUNA, Northwoods, and Eau Claire

#### 4. WAEE

- i. Membership Committee (Stefan, Lynn, Emily, Amy and 2 members at large)

##### Timeline of Membership Changes

- May 15 – official launch of Wild Apricot
- June 1 – members notified of rate increase
- July 1 – membership rate increase
- June 26 – MEEC online registration goes live

##### Wild Apricot Rate Increases and Account Upgrade

- \$100 per month, pre-paid to lock in rate until July 2017
- 532 Contacts of 2000 limit
- Contacts include: active and expired members, donors, event attendees, and general contacts

##### Membership Snapshot

- 2014-15 Fiscal Year membership income = \$7,035, highest in the last 7 years (if not more)
- 344 active members (goal is 700)
- see July 28 income report for breakdown of June and July membership and event registration

**Action Item:** Betsy put MEEC sponsors in Wild Apricot as contacts

Wild Apricot raised their rates for the first time in 9 years; we went over the 500 contacts limit which puts us in a different category. Steve said regional meetings have definitely have been driving new memberships and helping remind members of expired memberships. Emily suggests making annual goals. *Board decided goal of 450 active members by June 30, 2016.* Need an updated brochure bad; Lynn completely out of current brochures, which weren't current. Steve suggested bookmark; Stefan suggested business card brochure. With color red, diversity picture if bookmark, QR code. Do we care about a newsletter deadline? Switchover to Wild Apricot newsletter format?

**Action Item:** Scott will design new bookmark or business card brochure **Deadline: Aug. 15**

**Action Item:** Emily will explore with Lynn transferring newsletter over to Wild Apricot and making the newsletter link more prominent on the website

1. Awards (Emily, Becca, Licia)

Timeline of Awards 2015/16

- June 30 – close nominations
- August 15 – notify winners
- August 21 – mail invitations
- August 21 – online registration opens
- September 1 – cut off date for 2015 sponsors, push to 2016 event
- October 24 – 2015 Awards at the Monona Terrace
- November 30 – open awards nomination
- February 12 - close nominations
- March 1 – notify winners
- April 30 - 2016 Awards at Riveredge Nature Center

Requests for Board Discussion

- Suggestions, personal connections for sponsorships
- Silent auction donation items - Goal of \$10,000 in sponsorships. Board members bring an auction item
- Revisit WAEE/WEEF/etc partnership discussion
- Review and approve MOU (Rebecca's draft attached)

**Action Item:** Rebecca revise MOU to remove Madison area specification

Partnership with WEEF started as a pilot to see how it would go. Jesse Haney stressed to Emily that WEEF wants to work with WAEE but it doesn't have to be in an awards capacity. We can separate if the awards partnership isn't working. Stefan gave historical perspective on the original WEEF proposal: WEEF had the contacts and the fundraising capacity for doing the legwork for the event and getting the large donors in the door in Madison. Betsy said the concern is that the work load is now flipped; WAEE is doing the majority of the planning, promotion, registration, fundraising, but still sharing half the profits with WEEF. Rebecca said she doesn't want to lose the WAEE awards and we're getting overrun by the other orgs. It's part of our mission, it is a statewide event, and it shouldn't be primarily a fundraising event. Stefan suggested putting all the fundraising onto WEEF and we focus solely on getting the people there. Leftover WEEB money that grant recipients haven't used goes to WEEF. Rebecca complimented the work of Emily/Molly on all the planning in past awards.

**Action Item:** Board members review the Awards MOU and send comments revisions to Rebecca **Deadline Aug. 10<sup>th</sup>.**

**Action Item:** Amy upload the MOU to the Google Drive folder

**Action Item:** Emily will design the invitation to Save the Date for the 2016 Awards banquet

vi. New award category for 2016 Awards (Steve) for nature centers that are doing collaboration regionally, organizationally, or in some way reaching out beyond their own borders

ii. Finance (Scott, Licia, Lynn) – We're operating within budget

- iii. Networking (Steve, Emily) – Emily thanked those who have been updating the Facebook page and the MEEC updates. Emily updated the Facebook Administrator's page to remove those people no longer actively posting
  1. Marketing (Amy, Cathy, Scott and Emily) – Cathy appointed to Marketing Chair. Need to push MEEC in NAAEE newsletter

**Action Item:** Amy/Betsy write a MEEC article for the NAAEE newsletter

iv. Fundraising

1. There was some discussion about developing a fundraising committee. This committee is not listed in the by-laws. Stefan suggested holding off on developing fundraising committee

Scott moved to extend meeting to 4:45 pm

E. Events

1. Winter Workshop 2016 (Licia)

Site booked, beer obtained, but need to meet with Steve/Jessica

**Action Item:** For next meeting, Lynn send results of Winter Workshop survey for agenda for Sept mtg and put on Sept mtg agenda.

2. MEEC 2015 – WI

**Action Item:** Betsy send \*\*\*A Sponsorship letter and ask to send the \*\*A sponsorship letters

**Action Item:** Stefan will approach \*\*\*s for MEEC sponsorship

**Action Item:** Betsy cross \*\*\*s off the sponsorship list

**Action Item:** Board members sign up for 3 organizations to contact for sponsorship

Betsy passed around sponsorship letter format and brochures. Licia will contact a \*\*\*r supporter, Steve to contact \*\*\*A, Scott to contact \*\*\*n, Cathy to contact \*\*\*s, Steve to contact \*\*\*, Stefan to contact \*\*k. Stefan trying to contact a videographer to record some things; Betsy in communication with WPR for Wisconsin Place to record keynote/plenary speakers. 25 Exhibit spaces left of 50 total. Stefan will donate a wood carving, Steve will donate a paddle. \*\*\*e donation fell through. Betsy will try to get a legislator to take a private tour of the top of the capitol building. Contact County Tourism Bureaus, Cathy look at wild rice donation.

**Action Item:** Steve connect with Science consultant to DPI to try to get \*\*\*T to Exhibit at MEEC

**Action Item:** Betsy cross \*\*\*\*n off the list

**Action Item:** Amy cross \*\*\*\*e off the list

**Action Item:** Betsy will do a write up for Steve for the WI Nature Center's Collaborative Network

**Action Item:** Betsy reach out to Lynn for home school network contacts and ALNC's home school contacts

**Action Item:** Betsy reach out to five speakers

Show Henry & Foghorn Leghorn video montage before the gala event. When/where?

**Action Item:** Rebecca to be live auctioneer for Gala Event

**Action Item:** Betsy to check if can add 3 logos to the pint glasses: WAEE, MEEC and Great Dane

**Action Item:** Rebecca to share in Google drive the speech format write-up for those speaking at the Gala Event

**Action Item:** Emily to secure 5 old trophy prizes for Voyageur Canoe Races

Steve invited Christiane and one other person to attend the MEEC (not comped) and free exhibitor space and time to speak to promote NAAEE.

i. MEEC Member meeting (Stefan/Licia/Scott) – will meet to discuss format of meeting. Money is budgeted for snacks. Annual report presented, theme needed (Voyageur dress?) Draw to get people in the door – raffle, give aways, etc. Possibly ribbons, kissing booth with Foghorn Leghorn? Give away raffle tickets to Gala Event? Push Board member election nominations. Raffle off a two-night stay at the Director's house at the Discovery Center

3. NAAEE Conference update for 2016/Annual Conference 2016

Decided \$20,000 target for profit target for NAAEE conference. Conserve School will do a direct sponsorship of WAEE instead of sponsoring the conference. Commit to having representatives on the planning committee. Board wants to know what the agreements were with other states in the past. Entire NAAEE Board has turned over. Betsy thinks a lot of the groundwork for what WAEE can offer has been laid. Debate about whether a flat fee would be amenable to NAAEE organizers. Cost for registration has not been set, but is high (\$700-800). Suggested a discount for WAEE members to attend. Free registration for Board members and/other conference planners.

**Action Item:** Betsy and Steve generate a list of things that WAEE can provide in exchange for a \$20,000 return.

4. NAAEE conference 2015

Steve is going but not using WAEE funds. Budgeted for 3 people to go. All bowed out except for Licia; Lynn going as well. In budget, registration, air fare and transportation. Steve invited NAAEE members to Winter Workshop.

i. Annual Conference 2017

Possible venues Pewaukee and Ashland.

ii. Conference oversight committee (Fall Conf/Winter workshop)

1. Annual conference MEEC (Betsy, Amy, Becca)
2. Winter Workshop (Licia, Steve, Jon H, Lynn)

F. Committee Updates

1. Membership Committee -DONE
2. Networking Committee Report -DONE
3. Advocacy-?

G. Financial Report

**Action Item:** Lynn email budget quarterly to Board members before each meeting

H. State Board/Agency Reports: DPI Report (Victoria Rydberg), WEEB Report (Ginny Carlton), WEEF Report (Kathy Kuntz-Jesse Haney), WCEE Report (Jeremy Solin)- no reports

I. Administrative Office needs, issues, updates, etc

1. Lynn will be taking vacation from Aug 11-14.
2. Next meeting at Monona Terrace, Friday, Sept. 18, 12-5 pm

4 pm, extended to 4:45 pm

Stefan Motioned to Adjourn, Scott seconded, clean up and departures