



WAE Board of Directors Meeting

Location: Treehaven Winter Workshop Tomahawk, WI

January 25, 2014

12:30 pm **Begin Meeting**

Present: Stefan Anderson, Steve Kerlin, Molly McKay, Emily Brown, Licia Johnson, Scott Reilly, Betsy Parker, Amy Workman, Susan Schuller, Katie Perryman-Gebhardt, Carly Swatek

Absent: Corinne Grossmeier.

A. Call to Order 12:20 pm

B. Introduction of Board Members

1. Please introduce yourself including: Background, Term, Current Board Responsibilities, Past Board Connections/WAE responsibilities

Stefan-Chair-Head of Conserve School-Affiliated with Green Schools National Network

Susan Schuller-Past chair-Wisconsin Center for Environmental Education and she coordinates outreach positions. Administrative partner with Green and Healthy Schools. Will be Stand in chair for Annual Conference 2014 and be a liaison with WSST.

Amy Workman-Program Director for Upham Woods. She has served on WAE board in past.

Betsy Parker-Naturalist at Aldo Leopold Nature Center

Has served on the WAE board in past. Working on Children's Outdoor Bill of Rights.

Carly Swatek-Student member-Madison graduate. Worked for AmeriCorps in Florida, currently the UWSP graduate assistant at Schmeeckle Reserve.

Emily Brown- Naturalist at Wehr nature center- WAE Networking Chair-

Goal to create new website for WAE-2014 Annual Conference chair

Licia Johnson-Naturalist at North Lakeland Discovery Center in Manitowish Waters.

Molly McKay- Third year on WAE board. Langlade County Records and Regulations-Shoreland zoning. WAE Awards ceremony Chair and WAE Treasurer.

Scott Reilly-Winter Workshop chair for 2014. High school teacher at Pacelli

Steve Kerlin-3 way split appointment. UW Extension – Wisconsin Center for Environmental Education and UWSP Professor. Worked as a Science Education teacher and director of the center for environmental education at Northern Kentucky University.

Katie Perryman-Gebhardt-Administrator for WAE and work part time in College of Professional Studies Continuing Education.

C. Presentations

1. Susan Schuller - Thank You

i. Susan stated that the board has made a lot of changes recently

ii. She has enjoyed being on the board and will be focusing more on her kids

2. Emily Brown – Baby Gift

D. Housekeeping Items:

1. Meeting Time Keeper, note taker, and point out the "wood lot"

2. Katie PG will be taking minutes and we will write anything that we would like to put in the wood lot on the board and record it.

3. Agenda changes (special guests, public input, etc.)

4. Review of previous meeting minutes

5. Approval of previous meeting minutes-

i. Molly- motion to approve minutes -Scott seconded-Motion passed

6. Review of Action items

i. Amend agenda appropriately for discussion on needed action items

a. Credit card update: The WAE now has a debit card for the checking account.
Molly, Stefan and Katie PG can sign.

b. Nathan sent out WAE badge-Saved in Google drive

E. Set calendar of WAEE Board meetings

- ii. How many meetings? Fit with EE Capacity?
- iii. 2013 dates for reference
 - 1. March 3 – Schmeckle Reserve (UWSP)
 - 2. May 12 – With Board Retreat (Conserve School)
 - 3. June 9 – Appleton
 - 4. August 9 – With Annual Meeting (La Crosse)
 - 5. November 9 – With Awards Banquet (Madison)
- iv. Stefan proposed 4 meetings in addition to winter workshop; Keep in mind the EE Consortium meeting in the spring
- v. 2014 dates:
 - 1. Full day March 22 and half day 23 Location: Black Earth site or CWES
 - 2. June or May- Friday June 19th Thursday afternoon meeting-location? Antigo? Schmeckle
 - 3. August 15th at Annual Conf.
 - 4. Awards Banquet November -Madison

F Old Business

- 1. WAEE Website-Emily
 - iv. Voted on template in November
 - v. Now has menus and content, integrating social media
 - vi. Current website is too wordy. New website has links and more photos less words
 - vii. Clarification on why WAEE is moving off the uwsp website. The board decided that WAEE's identity would be weakened if the UWSP logo and colors had to be on every page of the website.
 - viii. WAEE is already paying for the domain name www.waee.org and this web address continues to be used so they transition should be seamless to the user.
 - ix. Deadline to have website done is March meeting. Need main pages done, don't have to have all pages finished.
 - x. Carly has WordPress experience. Dan Martinson in the WCEE has it in his work plan to help with WordPress for WAEE.
- 2. Strategic Planning Report – Updates on Action Items
 - i. Strategic planning does not need to happen every year. WAEE does not need to hire a facilitator every year.
 - ii. "Think Tank" at Conferences
 - iii. Networking and collaboration is the theme at the 2014 Annual conference
 - iv. Use Social Media to Highlight Collaboration
 - 1. New website will help because social media is integrated in
 - v. WAEE Seal of Approval
 - 1. Rating scheme for supporting EE in Wisconsin. Recognize success stories. Nathan Kilps has created the seal and it is saved in the Google drive
- 3. EE Capacity Grant –Housed at Cornell currently
 - i. Was called ETAP when housed in WI in the past
 - ii. EPA has money to fund projects in states to increase networking and collaboration for environmental education among organizations in those states.
 - iii. 20 organizations together in network for EWI. First meeting at Winter Workshop 2014. Second meeting in April and third meeting in August 2014.
 - iv. 6 co-leaders went to the NAAEE conference in October 2013.
 - 1. Jacqueline Schram from Marquette University representing the Native American Tribal Groups.
 - 2. Stefan Anderson head of Conserve School.

3. Emily Brown from Wehr Nature Center and Milwaukee County Parks.
4. Professor Steve Kerlin-UWSP
5. Katie Perryman-Gebhardt from WAEE and
6. Nathan Larson from Community Groundworks.
- v. Outcomes are not only going to benefit the 20 organizations that are part of the consortium but all in Wisconsin that are interested. Money will go toward EE in Wisconsin website to benefit all
- vi. Nature center network created will help all.
- vii. Major driver in picking the 20 groups was to get diversity in the groups- They were chosen by recommendations from the 6 co-leaders and guidelines established by NAAEE.
- viii. Steve and Katie have been working with NAAEE to get \$5000 increment advances from the grant money so that WAEE does not have to front the money for the costs associated with this grant.

G: New Business

1. 2014 Chair Elect Nominations
 - i. Board Members to think about Chair Elect position
 - ii. Ideally Board will select Chair Elect at next meeting
2. Board Vacancy
 - i. Rebecca Clarke (issue with nomination)
 - ii. Teresa Johnson (on ballot – 3 fewer votes, on ballot before)
 1. Board has authority to appoint.
 2. Sandy Benton mentioned that she would be willing to be networking chair or membership chair. Susan noted that only concern is that she is not on the board and will not be at meeting.
 3. Keep past board members involved or ask members to head up committees
 4. Any other names to introduce for consideration?
 - a. None
 5. Read the biographies for Rebecca and Theresa for board to review.
 6. Motion to approve Rebecca Clarke proposed by Steve. Betsy seconded. Motion passed.
3. Upcoming joint WAEE/WCEE/WEEB/WEEF joint meeting Feb 4th
 - i. Anyone from board is welcome to come, 9 am to 4 pm on February 4th in Madison, WI
 - ii. Good opportunity for us to learn who is on the WEEF and WEEB boards.
 - A. Strategic Plan (status and funding needs) - WEEB leads this (Scott/Carrie/Victoria for K-12 piece); ~ 45 minutes
 - B. EE in WI (uses and benefits) - 20 minutes - Jodi/Kathy
 - C. Nature Center Network - 45 minutes Steve/Jeremy
4. Advocacy-
 - i. Need to have stronger focus on advocacy
 - ii. COBRA-It is a voice proclamation not a true bill
 1. Has to be put on the agenda of the joint assembly.
 2. We don't have as many co-sponsors this time around
 3. Representative Chris Taylor is meeting with Betsy Parker
 4. Betsy will send a letter about the COBRA to board
 5. Betsy to give an update at the legislative meeting
5. Priorities for 2014

H. Events

1. Winter Workshop 2014

- i. Wrap-up, thoughts, questions, concerns
- ii. Band: was not missed-not needed. Next year maybe put together a time that would open mic.
- iii. Sessions: Schedule was a confusing, Networking is the main goal and this year it was not too structured.
- iv. Conserve school fellows will be coming in years to come. Have other nature centers send their interns?
- v. Scholarships-\$500 is that enough – do we need to bring in funders for scholarships. We could offer invitations to nature centers to send some attendees and then we would need to make it clear that we would like volunteers at the workshop.

2. Annual Conference 2014 Update (Emily) 40 years of collaboration

- i. Review and update committee assignments for Board Members
- ii. Exhibits: Stefan proposed that we could have organizations bring their banners to the welcoming everyone- show how we are all networking. Steve proposed that we could have groups send their logo and we could get it printed on one big banner.
- iii. Brewery event and entertainment- Katie PG is looking into the bands
- iv. Susan commented on the Green and Healthy Schools partnership. \$30,000 to bring educators to the conference and help pay for key note. The GHS sessions will be integrated into the rest of the annual conference.
- v. Volunteer master naturalist have their meeting or an event at AC.
- vi. Service projects as a part of AC?
- vii. Keynote- 40 years of collaboration- still need to secure speaker
- ix. Stephen Ritz is the main keynote- Bronx Green Machine
- x. Conference timeline

3. Awards Ceremony 2014

- i. First planning meeting to be scheduled in March

4. MEEC 2015 – WI

- i. Location? Madison- Monona Terrace?
- ii. Need chair

5. Annual Conference 2016?

6. WSST update

- i. Kevin at Bio Ed Institute- Have WSST and WAEE have a co-shared membership.
- ii. What if we had an environmental ed track at each WSST. This could be a new track for professional development
Question was asked why conference is and what attendance- March is the conference is and attendance is 400-500
- iii. Should we ask to swap so we can exhibit at WSST and they can exhibit at ours?
- iv. We should meet with them and make sure that we have the same goals before joining membership

I. Committee Updates

1. Membership Committee Report

2. Networking Committee Report

- i. Advocacy Subcommittee Report- Betsy spoke about COBRA
- ii. Blog-Not being updated at this point.

J. Financial Report (Katie)

- a. Touched on Awards banquet budget

K. State Board/Agency Reports: DPI Report (Victoria Rydberg), WEEB Report (Scott Ashmann), WEEF Report (Janet Brandt), WCEE Report (Jeremy Solin)

- a. Not asked in time- no updates.

L. Administrative Office needs, issues, updates, etc. (Katie)

1. Conference planning and registration to be hosted by UWSP-Continuing Education. Cost is \$10 per person, which that cost is probably comparable to what we are already paying in my time, printing,
2. How much lead time do they need to process registrations for the conference?
3. All board members want nametags
4. Maternity leave-taking 6 weeks when the adoption finalized.
5. Student worker charge could come out of the WCEE budget instead of WAEE. Need a student on a consistent
6. Maybe using the \$3000 that is budgeted for WAEE from the EE capacity to buy a laptop or iPad for WAEE that would be owned by WAEE.
7. Hooded sweatshirts? Should we get them with the 40th anniversary logo?

M. Next Board Meeting

- a. Will be at Spring Retreat March 22-23.

3:00pm Adjourn, clean up and departures

- a. Molly motion to adjourn- Emily seconded- Motion passed
- b. Adjournment 3:00 pm