



WAAE Board Meeting Minutes

Schmeekle Reserve, Stevens Point, WI

Sunday, March 3rd, 2013

10:00 am to 3:00 pm

Present: Stefan Anderson, Scott Reilly, Nathan Kilps, Emily Brown, Jennica Skoug, Katie Boseo, Molly McKay, Sandy Vander Velden, Susan Schuller and Jodi Hermsen; Brittany Roberts and Eli Fyksen via telephone

A. Call to Order at 10:11 am

B. Introduction of Board Members

C. Housekeeping Items:

1. Agenda changes (special guests, public input, etc.)
 - i. Add – New Business: MacKenzie Center
 - ii. Add – Events: MEEC Update
2. Review of January minutes
 - i. Everyone in Google Drive? Problems?
3. Approval of January minutes
 - i. Motion to approve January minutes made by Scott, seconded by Molly – motion carried
4. Review of Action items
 - i. Amend agenda appropriately for discussion on needed action items

D. Old Business

1. Awards Banquet Update
 - i. Katie reviewed her email to the Board
 - ii. The WEEF Fundraising Committee has met and they are willing to lead the sponsorship efforts and share profits with WAAE.
 - iii. The Board would prefer to have the event on a Saturday (Nov 9?)... Having the Board meeting, Member meeting and Banquet on one day
 - iv. Board would like to incorporate a Member Meeting into the Annual Conference Schedule to talk about potential changes to bylaws and get feedback in case the November Annual Member Meeting is not well attended.
 - v. WAAE Business Award
 1. Board would like to see it given to a business that supports environmental education
 2. This will be a discussion to the Awards Committee to discuss and make suggestions to the Board.
 - vi. Awards Policy Draft Review
 1. Two weeks for review and choosing Award winners is not very much time.
 2. Only accept electronic applications for Award Nominations
 3. Move the due date up to June 30 with potential to extend until August 24?
 4. Needs to include a post recognition part as well. I.e. how to recognize after the banquet – press releases, posts, etc.
 5. Send Susan changes you would like to see, she will work on updates to the policy for the May meeting.
 - vii. Awards Nomination Deadline – Board agrees that the nomination deadline should be June 30, 2013.
2. Strategic Planning & Business Planning
 - i. Wisconsin's Plan for Environmentally Literate & Sustainable Communities
 1. Susan requested that the Board review Wisconsin's Plan for Environmentally Literate & Sustainable Communities before Spring Retreat,

think about how WAEE fits in with the plan and how WAEE can use it in this Boards Strategic planning.

2. May/May not be within Scope Goals – 1.3; 2.2; 3.1; 4.2; 4.5; 5.2
3. Goals that do not fall within WAEE's scope: 4.1; 4.3; 4.4; 5.1
4. Goals that the Board felt are a part of WAEE's scope: 1.1; 1.2; 2.1; 2.3; 3.2; 3.3
5. Board's response to the "on the fence" goals
 - a. Goal 1.3 – Within WAEE Scope
 - b. Goal 2.2 – Within WAEE Scope
 - c. Goal 3.1 – Within WAEE Scope
 - d. Goal 4.2 – Not within WAEE Scope
 - e. Goal 4.5 – Within WAEE Scope
 - f. Goal 5.2 – Not within WAEE Scope
- ii. Susan would like to see that the Strategic planning process is to create consistent wording of WAEE's mission
- iii. Stefan suggested that the Board create a strategic positioning document instead of a complete strategic plan.

Break for Lunch at 12:27 pm

Back from Break at 12:54 pm

3. Scholarship Policy
 - i. Define who the "Scholarship" Committee established by the Conference Chair to consist of at least the conference chair, treasurer and administrator
 - ii. Motion to approve the proposed scholarship policy made by Nate, second by Emily – motion carries
4. Renewal of Contract with WCEE/UWSP & Approval of Administrator Position Description
 - i. Motion to renew contract with WCEE/UWSP with the existing position description made by Stefan, second by Nate – motion carries
5. 2013 Chair Elect Nominations
 - i. Motion to elect Stefan as Chair-Elect made by Nate seconded by Sandy – 8 yay, 1 obtains – motion carries
6. Review Cancellation Policy
 - i. Strike "Civil Disobedience" from policy
 - ii. Motion to strike "Civil Disobedience" from cancellation policy made by Stefan, seconded by Nate – motion carries

E. New Business

1. MacKenzie Environmental Education Center Update
 - i. Susan added this to the agenda because of an email from a WAEE member. The member wondered if it would be appropriate for WAEE to take a stand.
 - ii. Board agreed to continue to promote with members to make contact with key players and voice their opinions.

F. Events

1. MREA Event. Any Updates?
 - i. Call for Presenters is open until March 7.
 - ii. Rainbow's End is being organized by Chamomile Nusz from the Tomorrow River School District this year.
2. Winter Workshop 2013
 - i. Evaluation
 1. Board reviewed survey results
 2. Overall very good feedback
3. Fall Conference 2013
 - i. Keynote updates

1. Mary Haller from GoodWill Industries (of North Central Wisconsin) will speak about empowerment.
- ii. Program Updates
 1. GoodWill is opening a brand new store in LaCrosse and it is possible that will be a field trip
 2. Katie Boseo & Kelly Smith are coordinating a "Goodwill" Fashion Show
 3. Wisconsin Author's Hour on Thursday after lunch
 4. New Member Event
 - a. Brittany will help with planning this event
 5. Mentorship Program
 - a. Who will be running the Mentorship Program??? (Student Board members are not actually "In term" during the Annual Conference this year)
- iii. Planning Committee:
 1. Victoria, Sandy, Jodi, Scott Lee, Emily Critzman, Carne Lee, Barb Thompson
 2. Molly McKay volunteered to head up publicity for the Conference.
- iv. Grants updates
 1. WEEB grant has been submitted for our keynote speakers
- v. Call for Presenters
 1. It is out and open until March 15th. Promote it widely
- vi. Sponsorship Update
 1. Check the Google Drive for the "Potential" Sponsors list
 2. Any hot/cold food donations need to go directly from supplier to UW-LaCrosse
4. Winter Workshop 2014 Chair
 - i. Scott has volunteered to be Chair.
 - ii. Reviewed Treehaven Proposal. Board was okay with the proposal.
5. Fall Conference 2014 Location and Chair
 - i. Site: Northland if they have the space
 - ii. Emily volunteered to chair 2014 Conference
 - iii. Possible committee members – Deanna Erickson, Beth Beimel, Brittany Roberts, Stefan Anderson,
 - iv. Dates to be determined by 2013 Conference
6. 2013 Midwest EE Conference Updates
 - i. Susan will be attending, her presentation was accepted. It is a round table discussion to share best practices from all of the State Boards
 - ii. Board would like a location and time of year for the 2015 MEEC by the 2013 conference

G. Finance Committee and Treasurer Report

1. Jodi reviewed the Profit and Loss reports

H. Membership Committee Report

1. Brittany invites all board members to join the committee

I. Networking Committee Report

1. Social Media Updates – 334 fans on Facebook. 5-15 people are reading the WAEE Blog posts. The numbers for the blog are now becoming more accurate since we have changed how we are cross posting the blog to Facebook
2. Advocacy Subcommittee Report
 - i. WI Children's Outdoor Bill of Rights update
 1. Betsy is again taking the lead on the project and working with Legislators
 2. WAEE is still supportive of the Outdoor Bill of Rights.

3. Background: In the past the Board has decided they would like to see this as a grassroots efforts with other EE/Outdoor organizations then go to the legislature.
3. Emily volunteered to chair the Networking committee
 - i. Emily will work with Jennica to get up to speed on what has been happening

J. Awards Committee

1. Molly volunteered to chair
2. Committee volunteers: Scott and Sandy

Motion to extend the meeting by 10 minutes made by Molly, seconded by Scott – motion carried

K. Reports

1. DPI Report (Victoria Rydberg – 10 minutes)
 - i. No Report
2. WEEB Report (Scott Ashmann)
 - i. Scott reported that the WEEB is looking for three new board members. The seats that are open are Nature Centers/Museums/Zoos, Business/Industry and Energy.
3. WEEF Report (Janet Brandt)
 - i. Janet reported WEEF has settled on its Fundraising Priorities for the year.
 - ii. They include:
 1. continued fundraising for the WEEB Water Education Grants Program,
 2. partnering with the WCEE/Green & Healthy Schools/Cool Choices to fund a project to help schools track their progress towards Green & Healthy Schools Certification
 3. Partnering with WAEE to solicit sponsorships/donors for the EE Awards Banquet and Silent Auction this Fall.
4. WCEE Report (Jeremy Solin)
 - i. Jeremy reported on upcoming professional development opportunities through the WCEE.

Motion to extend meeting until 3:30 pm made by Sandy seconded by Jennica –

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

1. Jodi reviewed her written report
2. She requested feedback on the possibility of merging the WAEE Fax machine with the WCEE Fax machine. The Board decided that they would keep the current fax machine until it dies, and then revisit the possibility.

M. Adjournment

1. Motion to adjourn the meeting made by Stefan, seconded by Emily – motion carried
2. Adjourned at 3:30 pm