



## WAE Board Meeting Minutes

Fox River Academy, Appleton, WI

Sunday, June 9<sup>th</sup>, 2013

10:00 am to 3:00 pm

Present: Susan Schuller, Stefan Anderson, Molly McKay, Sandy Vander Velden, Scott Reilly, Emily Brown (via phone) and Jodi Hermsen

Absent: Brittany Roberts, Nathan Kilps and Katie Boseo

### A. Called to Order at 10:10 am

### B. Housekeeping Items:

1. Meeting Time Keeper and point out the "wood lot"
2. Agenda changes (special guests, public input, etc.)
  - i. Move 2014 Annual Conference, Networking Committee Report to 7 & 8 under new business so that Emily can report on her items before she needs to go
3. Review of May minutes
4. Approval of May minutes
  - i. Motion to approve the minutes made by Stefan, seconded by Scott – motion carried
5. Review of Action items
  - i. Amend agenda appropriately for discussion on needed action items
    1. No amendments made

### C. New Business

1. Student Board Member Nominations
  - i. Discussion: There is one nominee for the two positions. Does the board want to hold the nomination and open up nominations again until the conference? Or Does the Board want to vote on the nominee and continue to look for someone else to fill the vacant spot?
  - ii. Reviewed resume of nominee
  - iii. Motion to approve Brienne Hanson as the student board member made by Stefan, second by Sandy – motion carries
2. WAE Position Description (Susan)
  - i. Jodi has taken a new position at the WCEE managing [eeinwisconsin.org](http://eeinwisconsin.org) and so WAE will need to hire a new Administrator. Susan and Jodi provided the Board with a draft position description that is more in line with University position descriptions. The current detailed position description will remain intact as it was updated only 8 months ago and be a guide for the new Administrator
  - ii. Position Description
    1. Board reviewed the draft position description
    2. This is a stand-alone half time position
  - iii. Discuss pay rate options
  - iv. Motion to approve the position description with "environmental education understanding" amendment and pay rate of \$13 per hour made by Stefan, seconded by Scott – Motion carried
  - v. Process going forward
    1. Position Description needs to be approved by the University, then we will advertise for the position
    2. Board would like to see resumes of applicants who will be interviewed
  - vi. Where to advertise
    1. MREA Educator Tent
    2. UWSP EE/I Facebook Group
    3. WAE Newsletter
    4. Anyone the board has in mind
3. Treasure's Report and FY14 Budget Approval (Molly)

- i. Molly reported back on the finance committee meeting where they set the proposed budget for 2013-2014
    - 1. In the last couple of years, the Membership line items have been lower than budgeted, so the committee discussed doing a membership drive to increase membership and meet budget
    - 2. Discussion on awards money for award winners? Does it make sense to give each awardee \$75 per award or does it make more sense to put that money towards the award experience (banquet, nicer plaques, etc.)?
    - 3. The money should be given towards to offset expenses coming to the awards banquet.
    - 4. Awards committee chair will communicate that there is money to offset expenses for coming to the awards banquet.
  - ii. Motion to approve the 2013-2014 fiscal year budget with the amendment of an “Awardee Support” line item made by Sandy, second Stefan – motion carried
  - iii. Review Profit & Loss sheets and Balance Sheets
    - 1. Organization is still in the black. Jodi will send end of year reports after the books are closed out for the 2012-2013 fiscal year
4. Strategic Planning Report (Susan/Jodi)
- i. Update on Action Plans from the 3 main strategies
    - 1. Add Treasurer behind Molly’s name
    - 2. Fix Typos (Networking, Wisconsin)
  - ii. Feedback
    - 1. Many loved the strategic planning process
  - iii. Would like to share with the Membership
    - 1. The Board would like to share this information with the Membership. They agreed that the Agenda & Process need more narration before sharing with membership
  - iv. Strategy progress update
    - 1. Think Tank at Conferences
      - a. Implement in at Annual Conference in Ashland
      - b. For this annual conference: Collaborations Map
      - c. Hash tag at this conference #WAEE2013
    - 2. Highlight Collaboration via Social Media
      - a. Use the blog to feature creative partnerships/collaborations
      - b. Possibly have themes to spark people into thinking about collaborations
      - c. Set guidelines for what collaborations are and how do we want to get the information
      - d. Create a template that people can fill-in in order to make utilize Jennica’s time most effectively
      - e. Launch at August Conference
      - f. Have a Q&A Booth at the Conference in the Exhibit hall to get things rolling
    - 3. Seal of Approval
      - a. Goal is to check on the feasibility and do the research about what exists already
      - b. Sandy asked about the “Seal of Sustainability” that was discussed last summer
    - 4. Emily would like to get people’s thoughts on what constitute collaboration, etc.
    - 5. Stefan suggested having a “proud member of WAEE” sign/window cling to post in the buildings, on websites, etc.
    - 6. Stefan also suggested having a rotating slide show for organizational members to add a benefit. Not advertisements, but photos of their orgs
5. EE Capacity Grant (Susan/Emily)
- i. Background:
    - 1. Steve Kerlin, a new faculty at UW-Stevens Point, has approached the WAEE to do an EECapacity grant
    - 2. Steve sat in on the webinar about the grants and got feedback on the process from EPA

- ii. Status:
  - 1. WAEE will be submitting again
  - 2. We will be utilizing the basic grant from last year
- iii. Board reviewed the current grant proposal draft
  - 1. Fiscal Sponsor: WAEE, WI EE Foundation
  - 2. Main Co-Sponsors: Steve Kerlin and Stefan would do it, but would be OKAY with someone else stepping up
- iv. List of possible partners
  - 1. Emily made a list to identify possible partners, please send any other ideas to her

Motion to recess at 12:54 pm for lunch made by Molly, seconded by Scott – motion carried

Back to business 1:30 pm

- 6. Elections
  - i. We will be electing three new board members to the Board in this election cycle
  - ii. The Call for Candidates will be available at the conference. The bylaws require the call to be ready by August 1

#### D. Old Business

- 1. Any updates on Award Nominations? Still time to nominate
  - i. Jodi reported that there are two nominations for formal educators as of today
- 2. Promote the awards far and wide
  - i. Poster & flyers at MREA Energy Fair

#### E. Events

- 1. MREA Event Update (Susan/Jodi)
  - i. Volunteer at Educator Tent – Susan brought the sign up list for Board members to sign up for spots to help at the Energy Fair
  - ii. WAEE Networking Session
    - 1. Susan and Jodi reviewed last year’s plans. Last year it was one of the first sessions so those who were taking the MREA Fair for Credit could get to know each other. This year it is on Saturday at the end of the day, so the plan would be modified slightly and help people who come make connections
    - 2. Giveaways:
      - a. Discounted membership - \$20 instead of \$25 for those who complete the form before leaving
      - b. One day registration to the Annual Conference
- 2. Annual Conference 2013 Update (Sandy)
  - i. Sponsorship
    - 1. If the sponsor says no because it is too short of a timeline offer them the opportunity to donate for the next annual conference
    - 2. Site Visit Report
      - a. Facility will be perfect for the Conference
      - b. Food will be amazing – they can source foods locally and will highlight those with signage
      - c. Exhibit Socials – one night will be a wine tasting, the other will be a beer tasting
    - 3. Auction
      - a. Live Auction will be on the La Crosse Queen
      - b. Still looking for a live auctioneer – if Sterling can’t do it, maybe he knows someone in the area
    - 4. Schedule Overview
      - a. TENFEE will be adjacent to the conference along with a Experiential Education workshop with Jen Stanchfield
      - b. Keynotes

- i. Jordan Howard – 21 year old who has been very active in student activism and environmental activism
    - ii. Mary Hallar – Goodwill Industries to talk about the sustainability aspects of the company
    - iii. Jerry Apps – WI author, will be followed by the Author’s Hour – we need Authors, promote widely
    - iv. Author’s Hour – Susan will be taking the lead on contacting authors and help them get settled at the Conference
    - v. Author ideas: Scott Stoll, Jason Bates, Neil Gyman, Lynn Markham, CCBC (Cooperative Children’s Book Center), Council for Wisconsin Writers, Beehive Collective, Barefoot Books, The Book Look
  - c. Exhibits
    - i. Barefoot Books – La Crosse
    - ii. The Book Look – Stevens Point
  - d. Signage
    - i. Parking – Do not park in the “R” lots – in Reuter, in Cartwright, etc
- ii. Membership Meeting Planning
  - 1. When is it going to be?
    - a. Thursday at Breakfast
  - 2. Annual Report
    - a. Finance Report – Molly
    - b. Membership Committee - Brittany
    - c. Networking Committee – Emily
    - d. Annual Conference – Karla – Jodi
    - e. Winter Workshop – Cassie – Jodi
    - f. Strategic Planning Update – Susan’s
    - g. Chair’s Report – Susan
    - h. Awards – Karla
    - i. Add Sponsors & Organizational members as of June 30
    - j. Send all articles to Jodi by June 30
- iii. Mentorship Program
  - 1. Is it a go? Who will coordinate?
    - a. Discussion – maybe that isn’t exactly what we are trying to get at with the events
    - b. Change the Mentorship program to the First Conference event
- iv. Hall way of Displays
  - 1. Sandy talked about the idea of offer to have a displays along the corridors of the presentation spaces to make more room for exhibitors
- v. Reminder to donate clothes for fashion show (Katie’s email)
  - 1. Students from Escuela Verde will be the models for the show
- 3. MEEC 2013 (Susan)
  - i. Presentation
    - 1. Minnesota & Illinois have confirmed that they will be co-presenting
  - ii. Confirm participants: Stefan, Nathan, Katie, Jodi??, Emily??
- 4. Awards Ceremony (Molly)
  - i. Not much has changed since our last Board meeting
  - ii. Have the site contracted
  - iii. Catering is being done by Blue Plate
  - iv. Ticket price is \$50/ticket
  - v. WEEF is taking care of sponsorships & silent auction
  - vi. Right now the board needs to focus on getting nominations
- 5. Winter Workshop 2014 Update (Scott)
  - i. Scott put out a request for volunteers and will be doing that again

- ii. Would like to have registration ready at annual conference & have a discount on registration
- iii. Sandy suggested a “kid run track” for the workshop
- 6. Annual Conference 2014 Update (Emily)
  - i. Emily updated the Board on 2014 Conference Planning by reviewing her plans
  - ii. Theme ideas beyond Emily’s suggestions:
    - 1. 40 Shades of Green
    - 2. 40 Years of Superior Collaboration
    - 3. Somehow add Superior to the title?
  - iii. Does anyone want to help with
    - 1. Stefan would be willing to help with Site stuff
    - 2. Brittany mentioned she would also be willing to help
    - 3. Scott is also willing to help
  - iv. Sponsorship

**F. Committee Breakout Time**

- 1. Membership Committee Report (Brittany)
  - i. No Report
- 2. Networking Committee Report (Emily)
  - i. Emily reviewed the documents that she sent
    - 1. She is working on determining the WAEE Audiences and how we communicate with them
    - 2. She wants to look at the website and how to integrate more social media
    - 3. Focus on collaboration and how we can bring people together throughout the state
    - 4. Emily would love to get feedback on her reports and make her lists more complete
  - ii. Advocacy Subcommittee Report
    - 1. No Report

**G. Reports**

- 1. DPI Report (Victoria Rydberg)
  - i. Green & Healthy Schools
  - ii. Story Telling project on [eeinwisconsin.org](http://eeinwisconsin.org) – not live yet
  - iii. EE Standards are going to be revised, but it is waiting on the decisions of the Common Core and Next Generation Math standards.
- 2. WEEB Report (Scott Ashmann)
  - i. New WEEB members
    - 1. Jim Jenson from Madison Gass & Electric as Energy Rep
    - 2. Connie Lawniczak from Integrys Energy as Energy Rep
    - 3. Beth Carreno from Bookworm Gardens as Museum, Zoos & NC rep
- 3. WEEF Report (Janet Brandt)
  - i. [EEinWisconsin.org](http://EEinWisconsin.org) will be transitioning to a home at WEEF
- 4. WCEE Report (Jeremy Solin)
  - i. New staff members coming on board (5 or 6 in the next 6 weeks)

**H. Administrative Office needs, issues, updates, etc. (Jodi)**

- 1. Jodi reviewed her written report

**I. Reminder: WAEE Newsletter going out this week – get items to Jodi.**

**J. Next Board Meeting – WAEE Conference August 9<sup>th</sup> Discuss time**

- 1. Begin at 12:00 or 12:30 pm

**K. Motion to adjourn made by Scott, second by Molly – motion carried**

- 1. 3:00 pm