



WAAE Board Meeting Minutes

Aldo Leopold Nature Center, Monona, WI

Saturday, November 9th, 2013

11:13 am – 2:50 pm

Present: Molly McKay, Susan Schuller, Katie Boseo, Corinne Grossmeier, Stefan Anderson, Emily Brown, Scott Reilly, Nathan Kilps (11:40 AM Arrival)

Absent: Katie Perryman-Gebhardt, Brianne Hanson, Sandy Benton

- A. Call to order 11:13 AM
- B. Introduction to new board member Corinne Grossmeier and greetings.
- C. Housekeeping
 1. Review of old minutes:
 - i. Molly Absent from Meeting in August
 - ii. Change E. Old Business and F. Events
 - iii. MEEC
 - iv. WI Save the date, “use Green Healthy Schools or Spell out”
 2. Approve minutes from August meeting
 1. Motion to approve August minutes with suggested edits made by Emily and seconded by Katie. Motion carried.
 3. Review of Action Items
 4. Amend agenda appropriately for discussion on needed action items
- D. New Business
 1. New Elections (Board) Susan
 - i. Three open positions and three current applications
 - ii. Katie B, Susan, and Sandy’s terms are ending
 - iii. Also need to fill Brittany’s and Nathan’s Position.
 - iv. Sandy may be willing to stay additional year.
 - v. Extending nominations for another week and make announcements tonight at membership meeting.
 - vi. Ballot out by 20th of November to membership.
 - vii. Brianne is graduating in December; she will be in WI and willing to be member through spring.
 - viii. Stefan has grad assistants and there is a UWSP student interested. Reassess at Winter Workshop if we need to fill additional positions.
 2. Membership Meeting
 - i. Today:
 1. Agenda (30 minutes)
 - a. Door Prizes
 - b. Board Member introductions
 - c. Following WAAE Annual Report

- i. Talk about past and future events
- d. Networking Update (FB & Blog) – Nathan
- e. Membership – Scott from annual report
- f. Financial – State of finances sound; budget met
- g. Bylaw Changes Voting - Stefan
 - i. Each change voted on individually
- h. Five Minute Member Concerns – Stefan to facilitate

E. Old Business

1. WAEE Website: Complete changeover is a bigger task than Katie PG can handle in her 20 hours per week.
 - i. Options:
 1. Wordpress: Free and blog-like or Bluehost (\$4.95/month)
 - a. Purchase template from Studiopress for \$80-100 will work with Wordpress
 2. Conversion of old website to new format for UWSP is scheduled to take place as soon as possible.
 3. New site – Framework is the main concern
 - a. Upload Documents, Provide New content
 - b. Go with template that is most professional looking
 4. Motion made by Stefan to “Move to allocate \$210 per year for new WAEE website project” seconded by Molly. Motion carried.
 5. Looked at Studio Press Templates during lunch
 - a. Sell advertising space on Website? Call it a sponsor area?
2. Strategic Planning Report – Susan
 - i. Update on three action items
 1. More pressing issues than branding badge for WAEE
 - a. Nathan – Create a badge for WAEE WI shaped like a Maple Leaf for those organizations/individuals who participate in WAEE and support EE in the state of WI
 - b. Check Iowa program and Travel Green for branding ideas
 2. Facilitate Innovative Think Tank – Initiate at conference in Stevens Point
 3. Social Media Outlet – Touch base with Jennica to see if she can continue with blog
 4. Action items have been addressed to some extent over the past 6 months
3. EE Capacity Grant
 - i. Three meetings with 20 core members
 - ii. Received \$30,000 as a grant from the EPA
 - iii. 6 members went to NAAEE Conference in Baltimore, MD in October
 - iv. Three areas the team will focus on
 1. Steve Kerlin (UWSP) will take survey of EE groups in Wisconsin and create a nature center network

2. Select 20 organizations and give each a small financial incentive to network and visit other sites. Each will have a point person.
3. Scheduled to meet at Winter Workshop, in May, and at Annual Conference in August
4. Funds available to enhance the EEinWisconsin website.
- v. An additional bonus - will guarantee additional attendance at WAEE events

F. Events

1. Annual Conference – Budget questions (lodging not included in final numbers)
2. MEEC 2013
 - i. Low attendance, most people from Iowa
 - ii. Need to think about vendors – most at MEEC from Illinois
 - iii. Many cancellations (field trips, meals, sessions)
 - iv. Positives:
 1. Vendors were placed in an area with high foot traffic
 2. Well organized, Venue well laid out and easy to navigate
 3. Better explanation needed for why location was chosen
3. NAAEE 2013
 - i. Emily Advocacy Call- contact delegates about No Child Left inside. Strategies for making connections follow up with those who signed on, thanking those who signed up.
 - ii. Advocacy is not just legislative push
4. Awards Ceremony
 - i. 167 people registered!!
 - ii. Plan to give recognition of recipients.
 - iii. Photos will be taken by Chris Rozoff
 - iv. WAEE will receive ½ of proceeds
5. Winter Workshop
 - i. Dr. Cortte from Tomahawk speaking about Iditarod Dog Sled Racing
 1. Does not accept money, donates it to organization/churches
 2. Donate to Treehaven? Ask Dr. Cortte which charity to donate to.
 - ii. 8 sessions so far
 - iii. Steve Simpson at UW LaCrosse is bringing 20 members for additional meeting at Winter Workshop
6. 2014 Annual Conference – Emily
 - i. Many people will be from Stevens Point area
 - ii. Logos for conference with WAEE and Green & Healthy Schools
 - iii. Potentially 300 people
 - iv. Site:
 1. DUC (University Center) for conference/all rooms – is reserved for our event and free to book.
 - a. Only pay for room service setup, A/V

