

WAEE Board Meeting May 9, 2017

Zoom Conference Call

Housekeeping:

- Notetaker - Lynn
- Agenda changes – we will add and change as we go

Consent Agenda

- Approval of March Spring Board Retreat meeting minutes with no changes
 - Betsy moves to approve and Mike seconds – all approve
- Financial Dashboard/updated financial report
 - The Awards Ceremony data and May membership was added to the financial dashboard
 - Membership will be updated monthly
 - Financial information will be updated quarterly
- Review committee written reports/updates
 - Membership Committee
 - Amy submitted a membership report
- Conferences & Workshops
 - Fall Conference update from Chrystal and Mike
 - Site is prepared and lodging is ready
 - Call for proposals is out- need more presenters – closes May 19
 - Call for exhibitors is out
 - Keynote speaker will be James Edward Mills
 - Contract is in process
 - Charging \$3500 which is about half of his normal fee
 - Concordia contract ready is ready to go
 - There is a solid committee and meetings are set up for the rest of the year
 - Sponsorship will start soon
 - Chrystal is updating sponsor materials
 - Chrystal is setting up a master list of key sponsors for each event so we don't overlap in our asks
 - Friday evening event
 - Need host for place for event
 - We may ask Wildlife Federation to sponsor this event
 - Costs should be ready by the end of the month. We will be working

- through costs so we can get a rough estimate on the website
- Fieldtrips and workshops
 - Riveredge is working on fieldtrips and are reaching to other organizations in the area
 - Workshops and fieldtrips will be on Thursday morning and afternoon
 - o Victoria is interested in a workshop for Early Childhood
 - o LEAF and Nicole Filizetti would like a full day workshop
 - o We will limit workshops and field trips to 4 each (6 at the very most)
 - o Because of attendance, we would rather have fewer quality workshops and fieldtrips
 - o Workshops running from late morning to mid-afternoon will include lunch and should end by 4:30
 - o Workshops and fieldtrips will need to be finished in time for dinner and the opening ceremony at 7.
- We want to get information out that the conference isn't just about water, but that we are also using water as a metaphor.
 - Make a video clip?
 - Chrystal will make these information changes to the website
- o Winter Workshop
 - Winter Workshop committee will start working next month
 - Keynote and promotion materials will be ready for the Fall Conference
- Administration
 - o NAAEE Opportunity
 - We have a leadership team going to the West Virginia training in June
 - **Joey Zocher**, Kendra Liddicoat, Betsy Parker, Skylar Primm and Alex LaBonte
 - We had a good response and Betsy had to vet the responses.
 - We have a good mix of different backgrounds and work experience
 - Thanks to Betsy for coordinating
 - o Rebranding
 - Betsy and Jessica will call with Digital Pollen for newsletter, website, and brochure
 - Jessica will send out letter when all is ready
 - Jess will send Lynn a report and Lynn will send final reimbursement information to WEEB
 - We like the idea of having a different email header for advocacy and the newsletter
 - o Awards Ceremony
 - Good food, good venue and lots of good compliments
 - Thank you to sponsors
 - We hope to get the same venue next year
 - o Management and Finance committee
 - WEEF has asked WAEE to be the umbrella organization for the SECC.

- This would involve submitting applications and letting organizations know and sending checks
- The umbrella organization makes about \$20,000.
- After discussion, the board thought this was a great opportunity
- Lynn is willing to take this on in the office – there may be extra pay involved
- Jesse Haney and Carol Fisher may be asked to help train during the transition
- Do we need to be incorporated to be the SECC umbrella organization?
- Laurie moved that we take over the SECC umbrella and Cat seconded the motion. All approved
- o EE Certification
 - Laurie made updates on the certification survey
 - Will need to go through IRB
- o Advocacy
 - It is hard to know how impactful our advocacy has been. Several calls to action went out.
 - Betsy is keeping website updated on initiatives.
 - We don't know at this point that there will be a motion to reinstate WEEB
 - At the WEEB meeting Katrina Shanklin thought the mil tax removal was going to pass.
 - Thanks to Betsy, **Amy and Lynn** for putting letters on out there and online
 - A goal for the future would be to collaborate more with others on advocacy.
- o Fundraising
 - Fundraising letter and return envelopes were sent out.
 - Significant donations of \$50 or more will get a call from the board.
 - A handwritten thank you will go out.
- o Community Impact Grant
 - 5 year million dollar grant – coalition with large impact
 - Betsy, Nathan and Jess met with Andrea
 - Andrea D. at Wisconsin partnership program didn't feel like we might be ready for that grant but said that in June they would hopefully be offering another grant to build capacity. She felt the upcoming grant would be a better fit for us.
- o WEEB/WEEF
 - WEEB dissolves in July – discussions about future of EE
 - WEEB has ideas for formal educator membership push. Making better connections to Natural Resources Foundation
 - There was considerable conversation about the mil tax
 - WEEF and NRG merger – WEEF is going to dissolve and work with NRF to disperse duties and obligations
 - What will our relationship be with NRF going forward? Do we have a plan – how do we build a relationship and what are our responsibilities.

- We don't want NRF to be competition but there may be some overlap.
- We should get involved with the advisory group that will also include some WEEF members.
- Conversations will continue about our involvement and relationships.
- Nathan thinks an outside person would be helpful to sort out responsibilities, who owns what programs, and funds for EE programming
- Jessica thinks it is important at this point to develop relationships and share vision and goals. We need to be on their radar. Develop a friendship. Betsy and Nathan will work on this together.
- o Student Board Member Terms
 - Joey will check into bylaws to see if there could be a second year opt in.
 - Discussion was suggesting that it would be helpful if a student wanted to stay on a second term, it could be helpful for productivity.
- o Adjourn