



WAE Board Meeting Minutes

Treehaven • Tomahawk, Wisconsin

February 1, 2009

11:30am-2:30pm

11:30 CALL TO ORDER

Meeting called to order by Betsy.

Motion made by Glen to vote in Tom Quinn as new Board Chair and Ruth Ann Lee as Board Chair Elect. Motion seconded by Karla.

Motion passed.

- REVIEW of past MINUTES – Editorial changes made to past meeting minutes by Tom.
- Approval of the minutes as amended – Ruth Ann motioned to approve last meeting minutes. Betsy seconded. Motion passed.

COMMITTEE REPORTS

- Networking and Advocacy (see report on Google site)
 - Everyone on the Board has written an individual letter to the Governor re: DPI EE Consultant – and letters were pre-written by Susan Ermer for WW participant to sign this weekend.

ACTION ITEM: Abbie will mail all the letters from this weekend to the Governor.

- Liaisons: Betsy attended the last WEEB meeting and again requested their financial support, this time for the Conferences (which were historically supported by the WEEB with left over funds from the General Grant program – these left over funds no longer exist). The WEEB certainly supports the work of WAE but cannot (at this time) work outside the constraints of the grant program to offer committed funds. They too are facing budgetary issues, including the reinstatement of \$200,000 to their general fund. Betsy offered a partnership in the sense that WAE has members and people whom we can rally to write letters in support of the WEEB's budget requests and they have funding that can help support the work of the Association which will allow us to increase awareness, membership, etc. through work of our Award and Conferences. There was finally some talk from select WEEB members that they should perhaps support WAE on a consistent basis. They ask that we offer Grant Reviewers.

ACTION ITEM: Amanda and Abbie will sign up to be WEEB Grant Reviewers and Betsy will check with Amy Workman to see if she's still interested.

ACTION ITEM: Betsy will let Okho (WEEB Board Chair) and Ginny Carlton (WEEB Admin) know these three reviewers are volunteering on behalf of WAE.

- Grants: Betsy has drafted two WEEB Grants. The first was written on request of the WEEB Education Committee (Non-Formals sub committee) but under WAE's name. It would provide money for three meetings with three to four key nature center directors who will create an action plan for "Creating an EE Providers Consortium". Betsy would be the project director. The second would fund the creation of a website database of

naturalists and volunteers seeking employment. Nature Center admins would be able to log in to search for employees and create reviews.

ACTION ITEM: Betsy will post the drafts of these two proposals for Board input by the end of the week.

- CommunitEE: The CommunitEE is currently “owned” by Nature Net, has about 90 members but very little use. There was some discussion that it would serve the EE community better if WAEE were to manage and promote it. Right now though Betsy created the forum, she is no longer working for Nature Net and thus, is not moderating the site. Sunshine was already looking into incorporating the CommunitEE into the EEinWisconsin.org webpages and is willing to jointly promote the two sites and potentially add the CommunitEE as a dropdown item on the main EEinWis navigation bar.

ACTION ITEM: Tom will set up a conference call with Kathe Conn, Nature Net Director (and perhaps Sunshine Bucholz, EEinWisconsin.org Coordinator) to offer to take the CommunitEE off her hands.

- Letter to Sen. Feingold re: the Clean Water Restoration Act: Betsy received a letter from the Senator’s office regarding his intention to resubmit the CWR Act and invited WAEE’s input. Suggestions from the Board included: we’re already supporting work to create a Water Curriculum; we’re supporting the work of the Alliance for the Great Lakes; we’re working to support a Environmental Literacy citizenry and educating them about clean water is a part of that.

It was then discussed that letters like this could be better responded to by assessing the true impact of our membership (i.e. how many citizens are each of our members reaching on an annual basis?)

ACTION ITEM: Betsy will take on the project of gathering information from the WAEE membership on their impact on society.

- Spring Adventure Workshop: John Munson, who used to run the SAW is now retired from UW-SP and it’s unknown if he will continue to run it. In the past the workshop used the WAEE mailing list, added our logo to their printed materials and allowed a WAEE rep to come promote WAEE membership at the workshop dinner. John had asked in the past that WAEE help in the workshop by contributing to the planning committee.

ACTION ITEM: Glen will find out if John Munson is running the workshop this year and Joan will coordinate with whoever is running it to offer assistance on the planning committee.

- Conference & Workshops (see report on Google site)
 - Grants –
 - Tom reported to the Board that he and Abbie have been working on a WEEB grant. The grant will be asking for funding to give out kilo-watt meters, CFLs, and tire gages to participants at the conference. The participants will then receive activities to go along with the equipment so that they can use the tools in their classrooms or centers. KEEP and CWES have also agreed to run workshops on using the materials at the conference so that the participants have the opportunity to practice using the materials. It will also be included in the grant that CommunitEE will be used with the participants to follow how they use the materials and evaluate the giveaway.

- The students, Molly and Amanda, are also writing a grant to WEEB for the keynote speaker. They wanted to write a grant to help subsidize student registration costs, however after a meeting with Ginny Carlton from WEEB they were told that this was not something that WEEB would fund and they should head in a different direction. A discussion followed of ideas for the keynote speaker. Jane Goodall , Will Steger, Bob Ramlow, Julia Butterfly Hill, others?

ACTION ITEM: Molly and Amanda to look into above listed speaker options; find out availability and cost to complete WEEB grant.

- Tom reported on the google site that was created for the workshop. A committee has been formed. The conference will be held at the Ramada Convention Center in Eau Claire. Trisha from 2008 conference committee was very helpful in determining the contract with the Ramada.
- Glen asked if he could be involved but not until after May when he would have more time to contribute. Joan and Karla asked to be invited to the Google site so that they could be a part of the conference committee as well.

ACTION ITEM: Tom to send google site invite to Glen, Joan and Karla.

Tom reported that he and Abbie are beginning to work on sponsorships for the conference. A list of MEEC sponsors has been obtained. These sponsors will be contacted with a personalized note on the letter thanking them for their involvement in 2007 and asking them to support us again. A list of potential local sponsors in Eau Claire has also been created. These sponsor letters will be more personalized to explain to each potential donor what they could contribute and why they should be a part of the conference. Board brainstormed creative sponsor level titles. Glen suggested modes of transportation. Karla suggested different energy types.

ACTION ITEM: Abbie to develop sponsorship letters, print and send to Tom to sign.

ACTION ITEM: Tom to develop sponsor level brochure that will be sent with the sponsor letters.

ADDITIONAL REPORTS

- Administrative Assistant Report (see Google site)
 - Office needs a copy machine. Abbie discussed this problem with Scott Johnson at CWES and will be working with him to see if WAEE can get a donated machine from CWES.
 - Office needs a fax machine. Board members were asked to keep their eyes open and look for options that would be cheap and/or donated.
- Student Report (see Google site)

ACTION ITEM: Abbie to send student election time line to the entire Board.

ACTION ITEM: Board needs to review and submit comments/changes for timeline to Molly and Amanda.

NEW BUSINESS

- Wisconsin Master Naturalist Program (March 9 meeting): Betsy will attend this meeting and report to the Board. Tom and Amanda are also interested in attending. Though information regarding this program was listed in a past WAEE newsletter with a request for member input, no one has replied. Discussion ensued based on the mixed feelings regarding this topic on whether to once again ask the membership for input.

ACTION ITEM: Molly and Amanda will ask students at the next EENA meeting for their input and forward compiled comments to Betsy.

- Money for WEEF from Fall 2008 conference: Traditionally the proceeds from the Fall Conf auction support student scholarships and in the past two years the WEEF. WAEE had made a verbal commitment to support the WEEF with \$2000 a year for five years. However, due to the lack of budgeted income from the Fall Conf 2008, the Board discussed the prudence of this donation. It was decided a final discussion and decision will take place at the Spring Retreat when a better sense of the budget is known.
- WAEE Board: There are still two openings on the Board (one one-year fill in and one regular three-year term). The Board can fill these vacancies by appointment. Tom has spoken to Chris Kuntz who may be interested. Jessie Lerner from Sustain Dane and Aldo Leopold Nature Center may be interested.

ACTION ITEM: Betsy will follow up with Jessie and Tom will follow up with Chirs Kuntz.

- WAEE Board Meetings: There was discussion about having the Board Meetings on weekdays as opposed to weekends in an effort to help those who work on weekends or those who have complained of the meetings cutting too deeply into personal time. Because some currently on the Board cannot take personal days from work, including teachers, it was decided to keep meetings on the weekends.
- Meeting dates for 2009:
 - Winter Workshop February 1 (Treehaven)
 - Spring Retreat March 13-15 at CWES in Amherst Junction
 - June 27 at Aldo Leopold Nature Center in Madison
 - September 19 at Wild Rose Fish Hatchery in Wild Rose
 - October 24 at the Fall Conference in Eau Claire
 - December 5 at SPASH in Stevens Point
- EE in Wisconsin Marketing plan and needs list: Sunshine presented the Board with a list of marketing needs for EEinWis which she hopes WAEE can assist with. There is some MEEC \$ set aside for EEinWis support but this money may now be needed to sustain the general budget. Sunshine also submitted a grant to WEEB to support these same projects. It was decided the Board will re-review her requests this spring once we know if her WEEB grant will be funded.
- New board members: Joan, Karla and Tory received a Board orientation prior to the meeting and were given their Board books. Tom officially welcomed them to the Board.

UNFINISHED BUSINESS

Tabled for Spring Retreat

- Revisiting the operating budget (in light of Fall Conf. shortcomings)
- Board and Conf. Committee payments for Conferences
- Liaisonships
- A review of QuickBooks from Ruth Ann

For Board Approval prior to Spring Retreat (via email)

- Review from Abbie of other on-line registration options

2:30 ADJOURNMENT

WAEЕ Google Site: <http://sites.google.com/site/waeinformation/Home>

Past Action items

Action Item: Joey will contact Harley Davidson for financial support to WAEЕ (non-conference related). **Tory will follow up with Joey on this.**

Action Item: Joey will finish the review of the Fall Conference for the Winter Newsletter, to be sent out by Abbie, talking about the steps taken to reduce the cost of the conference and find a balance between the logistical space and capacity needs and cost. **Joey passed this on to Emily Michi. Emily is working on this. Tory will check in with Emily to see the status.**

Action Item: Betsy will check with Abbie on what publications software we already have, and check the records for what Carol Weston (previous WAEЕ AA) had requested. **DONE - Betsy, Ruth Ann and Tom will look at the budget at determine if we can purchase this for use on the Fall Conf.**

Action Item: Betsy will ask Abbie to do more research on other companies who provide this service and send the Board a write-up of 3 options by the Winter Workshop for the Board to email vote on for approval. **Abbie will work with Sunshine to come up with some options that would work for our website.**

Action Item: Betsy will talk to Randy Champeau regarding the WAEЕ and WEEF partnership and ask for a clarification of the relationship in writing. **DONE – but we must keep this on our radar in upcoming years.**

Action Item: Abbie will physically put together the MEEC Auction basket.

Action Item: Glen will provide a synopsis at the Winter Workshop meeting of specifics of the NCLI legislation and where it stands in the passage process. **To be discussed at Sprint Retreat**

Action Item: Betsy will write up a liaison letter template to be discussed at the Winter Workshop meeting. **To be discussed at Sprint Retreat.**