

WAEF Board Meeting Minutes
Sunday, May 6, 2007
ALNC-Black Earth
Recorded by Amy Workman
DRAFT

Board members present: Rebecca Westfahl, Betsy Parker, Amy Workman, Joella Zocher, John Heusinkveld, Maggie Bishop, Rainey Kreis, Kathy Sill, Tom Quinn, Tanya Zastrow

The meeting was called to order at 9:30 a.m.

1. Review of Minutes from 3/4/07

Betsy mentioned a few misspellings: “Kathe” not Cathe. “Buchholz,” not Buchholtz.

Action Item: Amy will revise the minutes and resend.

Maggie moved to accept as amended, Joey seconded. Motion passed.

Action Items not done: Joey and Amy’s letter to WEEF not done. Maggie’s draft letter to Wisconsin Women Forward for EE was not sent; did not receive any comment, so did not send.

2. Public Input

Moved to Membership Committee report.

3. Approval of new Board member – Tom Quinn. Completing term for Michael Ring (term ends 2008). Joey motioned to approve Tom, Maggie seconded. Motion passed unanimously.

4. Committee and Liaison Reports

Management: See written report

Administrative Asst: See written report. Carol currently works 20 hours/week and appreciates the flexibility of part time. Maggie is writing a Capital Collaboration Foundation grant to increase organizational development for WAEF, due May 16. She said she could include more of Carol’s time in the budget.

Networking: Rainey attended the Spring Adventure WS at the Wausau School Forest. Attendees included EE professionals, students, teachers, etc. Rainey brought student election flyers, WAEF brochures, & Guide to EE in WI. Rainey announced WAEF after the initial welcome. She was supported with further announcements by the event organizer, John Munson. Rainey said interest in the MEEC conference was high, very positive response. WAEF’s connection to this event was renewed a few years ago by Rebecca and Betsy; it’s a positive reciprocal relationship. Excellent activities, WAEF members sometimes attend as presenters. Joey suggested holding a board meeting or Spring Retreat during the next Spring Adventure WS.

Finance: No real Finance committee at this point. Carol is acting as the treasurer and forwards budget questions to the Chair.

Membership: See written report. Management Committee increased budget for Annual Member meeting at Fall Conference from \$100 to \$200. Discussion followed about how WAEF compares to other states. Rainey suggested looking at Colorado.

Discussion followed on how members currently renew and what resulted from the follow up phone calls made to expiring memberships. We don’t know what the results were from that effort

but Carol theoretically has the ability to do it. Rebecca commented at some point you have to let the effort go.

Action Item: Rebecca will ask Carol what the current process is for reminding people to renew membership.

Discussion followed on whether to change the current membership period (month/day/year to same month/day/year following) to a calendar membership. Rebecca commented this was big issue several years ago with lots of public input towards the current system. Rebecca and Betsy suggested asking members for public input before making a decision. Betsy suggested referring this issue to the committee to create a proposal to present at the next Board meeting.

Action Item: John will include a membership checkoff box in the Winter Workshop materials.

Action Item: Tanya will get Carol's opinions on what system will work the best.

Brochure: Joey recommended moving to a 1-color format (just green or black, not both). Rebecca said \$95 dollars were spent for reprinting 500 brochures last time. Board agreed minor changes recommended by Committee be made and print lots. Rebecca said we need to add an extra \$2 for credit card registrations because of the Paypal convenience fee charged to WAEE. Discussion followed. Joey recommended adding a line under the credit card section: "If paying by credit card, please add an additional \$2 fee." Membership fees will remain the same for now because printing more brochures is a priority. Betsy recommended adding an agenda item to the next meeting to discuss a long term plan for increasing membership fees. Board discussed adding a line to the new brochure/online/pdf form of "make a donation to WEEF. See website for more information." Rebecca commented the gesture is important even if it doesn't result in much cash going to WEEF.

Action Item: Tanya will follow up with Carol on adding a convenience fee to the online membership renewal form.

Action Item: Rainey, Tom and Betsy will create a draft of a revised WAEE brochure and send it to the Board for approval before printing.

Member Outing: Joey changed the date of the Milwaukee (Southeast regional) Member Outing to Saturday, July 7, so it can be covered under the grant. UEC pricing currently is \$25 for members for canoe and bike, \$30 for non-members. If just canoeing, then \$20 for members, \$25 for non-members. Amy gave a verbal description of the whooping crane possibility – Board gave the ok to follow up on this event as a WAEE outing.

Action Item: Amy will send out to the Membership volunteer list that someone needs to research committee development materials and report back to the Board by a deadline.

Action Item: Carol should put Member Outings on the front page of the website (Cave of the Mounds was on there).

Advocacy: Both grants Joey wrote were denied (Beldon and WEEB). WEEB had issues with every category. Grant was to do an Advocacy toolbox to be included on the website as a tool for members to use on current EE issues; to develop a training plan for members to do advocacy in the state; to hire a consultant to present the toolbox at WW or MEEC; and to develop promotional materials for the toolbox. Joey gave a review of WEEB's critical comments, some of which conflicted (i.e. "this is already being done," and "maybe this isn't the right time to do this.")

Action Item: Joey will combine the Beldon and WEEB grant scopes and propose to WEEF or another foundation.

WEEB's next meeting is July 26, after that the next meeting is October 18. Rebecca suggested WAEE members getting on some of the committees that WEEB proposed.

Action Item: Betsy will follow up with Michael Blumenfeld on the status of the grant.

Action Item: ALL Board members should bring ONE foundation name to the next meeting to resubmit Joey's grant to.

Rebecca met with Kathe and put an Advocacy section on the website – it contains the letter to the governor to reinstate the DPI consultant position.

Website/Newsletter: Maggie is scheduled to meet May 22 with the Clearinghouse website committee. WAEE signed an MOU with NatureNet, DNR, and others to be part of the process of creating the portal website. Rebecca commented that these types of partnerships need to be highlighted at the Fall member meeting.

Action Item: Carol will contact WAEE organizational members and ask each to list on their respective websites: "Organizational member of WAEE" with a link to the WAEE website.

Action Item: Tanya will submit a write-up of the Cave of the mounds member outing to Sunshine; Amy will send pictures of the member outing to Sunshine.

Action Item: Joey will prepare an "Organizational member of the month" write-up for UEC and submit to Carol for inclusion in the next newsletter (also pre-publicity for the member outing).

Conference- MEEC: Getting lots of sponsorships. Presenter applications far exceeded capacity. John commented there's a real conceptual divide between money raised for MEEC vs. money going to support WAEE. Jeremy Solin completely understands this and made a wonderful presentation to the MEEC committee on how important the conference is financially to WAEE. Rebecca reviewed for new members what WAEE's involvement is in MEEC and the fall conference. A list of responsibilities for WAEE at the MEEC is in the minutes for the May 5th planning. Richard Louv keynote presentation is partly covered by \$5,000 grant – open to non-conference attendees if they pay a fee (separate line item in the budget). WAEE members will get discounted admission to MEEC. Question if members of other state's professional organizations also get discounted admission (i.e. does an Illinois attendee who belongs to EEAI also get discounted admission?)

Action Item: John will attend the May 3rd MEEC committee meeting and check on the MEEC registration form that WAEE members will get discounted admission and find out if members of other state EE orgs will get discounted admission too.

Conference - Fall 2008: Betsy, Rebecca and Carol will assist Joey in initial planning and pass on the Conference planning binder. Joey's working on investigating site options.

Winter Workshop: Tom is now on the Winter Workshop committee. John presented his initial ideas for WW 08. EENA has tentatively agreed to help organize. Students will be in charge of entertainment, student track, and Winter Olympics. Will include a Recreation and Teacher track, and will make a special effort to reach out to high school students as well.

Action Item: John will write and forward to Joey a brief 'Call for Presenters' description for student presenters.

Liaisons: John suggested adding River Alliance to list of liaisonships, and Joey suggested ANCA and NAI as well. Maggie is the liaison for EE Portal Website, US Forest Service & DPI (educational credit); Betsy for Nature Net, DNR (Scott Hasset) & Spring Adventure; Joey will do MREA & Milwaukee Green Team; Sunshine for WCEE; Rainey for WCHOF; Rebecca for WI Conservation League of Voters, WEEF & WEEB; Tanya will do DNR (PLT, Wet, WILD) & legislature; Kathy will do WEAC; Tom will do UW-Ext; Carol will do NAAEE.

7. New Business

Approval of 07-08 budget: Discussion followed.

Action Item: Carol needs to checkout and report to the Board why Income and Expense for Member Outings do not zero out (should by \$9 because Abbie Enlund paid but did not attend & considered her fee a donation).

Edits to Budget: First column should read: "Budgeted 06-07"

Under INCOME: 1126-A2 should read "SECC." 1119-G WEEB Brochures (\$5,000) and 119-H WEEB Toolbox (\$5,000) removed because grants not awarded.

Under EXPENSES: 1200-A Membership Brochures should be \$300 because WEEB grant denied. Betsy will add \$40 to purchase a domain name for the website, which is currently difficult for members and interested folks to find easily.

Action Item: Betsy will make changes and resubmit to the Board with a deadline of 1 week to approve the budget.

WEEB report: See written report. Amy nominated Kathe Conn for Nature Center/Museums/Zoos rep but was not selected (Deb McCrae selected).

WEEB grants: Discussion followed on the "Facilitating Regional Networking" grant and what was included. Discussion also on whether Summerfest tickets could/should be included with the outing, and what the pricing ought to be.

Action Item: Tanya, Joey and Amy will discuss the details of the WEEB grant, how it applies to the Milwaukee Member Outing, and what should be included in the "Member Outing Planning Guide" at a future meeting.

8. Old Business

WAEE elections timeline and review: Hilary Bulger will submit her resume for the next term (beginning at MEEC) and Rainey will follow up with her potential candidate.

Tanya moved for adjournment. Kathy seconded the motion. Motion passed. Meeting was adjourned at 12:32 p.m.