



**WAAE Board Meeting Agenda**  
Monona Terrace • Madison, Wisconsin  
June 27, 2009

9:00 am Tour of Monona Terrace

10:00 am Met with Jeff Holcomb about Monona Terrace/Madison/WAAE hosting the NAAEE conference in 2013. Jeff is asking the WAAE to send a letter of intent to NAAEE this coming Fall to ask that as an Affiliate of the NAAEE we partner and host the conference. This letter would not require us to host it but would get our name on the list of possibilities. Jeff is very interested in helping with the event, coordinating the event, and working with the conference committee to make the conference a success. The Board needs to discuss this idea and then get back to Jeff about their decision.

10:57am Call to Order

Public Input – David Eagan showed up to deliver a scarf to Tory that was left at WW. He reported to the Board that the election committee (him) is finding it harder and harder to recruit people to nominate themselves and other people for the board positions. He is seeking ideas, suggestions and Board input on how to recruit board members and make the election process less difficult. Many difficulties of being on the Board were discussed such as time commitment, financial burden, lack of benefits and personal reasons. Board asked David to let them know if he had any suggestions for making the Board more attractive and easier to join. David made one quick suggestion to try and get some of the “big” name people to attend meetings.

Review of Past Minutes

Approval of Minutes – Betsy moved to pass minutes. Ruth Ann seconded. Motion passed.

**Unfinished Business**

WAAE Brochure (updating, dating the brochure) – Tom reported that he has not gotten the original documents back from the person that developed the brochure.

**ACTION ITEM :** Tom needs to follow up with brochure designer to get the files for the brochure. Deadline = Mid July.

Discussion followed about whether or not to put a date on the brochure. The brochure would need to be designed and printed immediately prior to the fall conference. Tom feels that it would be most cost effective and result in less recycling of brochures if we did the brochure every other year. Tom and Betsy would like to see the organizational members listed on the brochure. Ruth Ann asked if then the organizational members would all get brochures to display at their facility. Abbie stated that many organizational members have been offered brochures to display and turned the organization down. Tom suggested emailing the organizational members and let them know the changes to the brochure and then giving the option of displaying brochures. Betsy asked Abbie why org members have said no in the past; reasons include lack of space, lack of interest from their population or staff just not interested.

Tom asked if the creative suite has been purchased so that the brochure could be easily updated and maintained in the office. An examination of the budget

revealed that it is a line item in this coming fiscal year's budget. It is under office and computer equipment in the budget; \$200.

**ACTION ITEM:** Joan, Tom and Abbie work with Adobe software creative suite to update brochure, add changes and print the new brochures by Mid August.

**ACTION ITEM:** Abbie to purchase creative suite through UWSP.

Discussion of photos for new brochure followed. Tory said that Scott, a local contact, would take EE related photos to be used in the new brochure.

Spring Adventure Workshop Results (Glen/Joan) – Glen and Joan not present so Tom reported what he has heard from Glen. Tom reported that Glen got some memberships and just has not delivered the checks and information to the office.

**ACTION ITEM:** Tom to get checks and membership forms from Glen as soon as possible and deliver to the office.

Ruth Ann stated that David Eagan was also present at the SAW. Tom said that a thank you should be sent to David for presenting at SAW.

**ACTION ITEM:** Betsy to write up, sign and send thank you to David Eagan.

Budget: modifications prior to approval - Tom said that he has modified the budget so there will be a little more income from WW that will put WAEE in the black for the next fiscal year. Ruth Ann updated the current budget v. actual report to reflect more current expenses. Betsy stated that we are already in the red without the final bill from the University. Betsy said that this is why we wanted to do the Pledge Drive to help with the current fiscal year.

Examination of the three mass mailings that were done this spring followed; expenses v. profit was examined and discussed. Betsy asked for more information on the sponsorship mailing; who it went to. Tom reported who the letters were sent to. Karla has done follow-up phone calls and Tom asked if Ruth Ann would do her follow-up calls.

Betsy asked if the sponsor document could be a google document that could be interactive so that people could change it and add to it.

**ACTION ITEM:** Betsy to move Sponsor Exhibitor Master List to a Google document.

Ruth Ann stated that maybe the next year's budget should be changed (not state in the budget that we will acquire sponsorships before the end of the fiscal year) since we seem to just be setting ourselves up for failure. Tom said that we put it in the budget to push ourselves to get money in earlier.

**ACTION ITEM:** Each Board member need to visit the Google Document and make 10 phone calls to people on the sponsor list to recruit sponsors/exhibitors. Once phone call have been made make comments on the document as to where the follow-up ended. For information on sponsoring/exhibiting refer to the sponsor letter/exhibit letter. Betsy reminded the Board that not only are we an advisory board but also a fund raising board.

Betsy suggested that the Board needed to do monthly conference calls so that people on the board are held more accountable and held more tightly to deadlines. Tom agreed that the time between meetings was too long. Tom suggested doing a monthly meeting at the WAEE office. Those that are local can meet in person and those that are not can be via conference call.

**ACTION ITEM:** Betsy to set up Doodle meeting schedule to figure out what days/times would be best to hold these meetings.

Betsy really feels that this monthly reminder will help to keep the Board motivated between major board meetings.

Tom stated that these would not be an official board meeting but more like a board check-up.

Pledge Drive results reported; board feels that the result was good. Tom said that this is maybe not something that we need to do every year but something to keep in mind. Ruth Ann and Betsy feel that we could do it annually in the spring in conjunction with tax returns. Tom thanked Abbie for all of her hard work on the mailings.

Abbie suggested that sponsorships that are needed prior to the end of the fiscal year should be sought via phone call and not done through a mailing. Betsy also stated the importance of working with someone locally to make contacts for sponsors. Ruth Ann mentioned that Jeff Holcomb was an Eau Claire Univ. alum and maybe he would be willing to help.

**ACTION ITEM:** Tom to contact Jeff about help with Eau Claire conference.

Ruth Ann brought the conversation back to the budget and approving the budget. Ruth Ann made a motion to approve the budget that is on Google docs. Tom asked to hold the motion; more clarification needed about changes for Tory as to how/why our current spending is in the red and how we are going to make the next fiscal year in the black. Betsy seconded the motion. Discussion – this is the budget that was worked on during spring retreat with exception to the changes made to WW by Tom. Motion passed.

### **New Business**

Treasurer's Report (see WAEE Google site) – Ruth Ann reported on how the finances are looking. Audit is now on google docs and Ruth Ann passed out the letter to the Board. She went over the major information from the audit. Online banking is all set up and Ruth Ann can check the bank records and accounts on online. Tom asked Abbie if she has used the online banking to make any transfers; yes she has.

Liasonships: Updates from Tier 1 and 2 – Tory reported that she has made contact with the NAAEE Action Network and has gotten no response from the contact there. Betsy asked if everyone has seen that it has been made a google doc so that everyone can make changes. Betsy went through the list and reported on the ones that she has had contact with. Tom asked about the DPI position and if anyone knew about the status of that. Betsy said that she believes it has been taken out of the budget. Abbie asked if MREA should be added to the list?

Abbie reported a bit about the Energy Fair and why she feels it would be good to make more contact with them.

**ACTION ITEM:** Abbie to make contact with MREA and see about swapping memberships.

WI Volunteer Naturalist Program - Betsy reported that they are seeking a major grant to allow WI to duplicate the MN version and make WI a regional leader over the next five years. Grant would pay for employees, student help, publications, pilot programs, etc. This would be the regional association so that the materials could be more widely used and distributed. MN is very willing to share all of their materials and their process for how to do this. Betsy reported that the group working on this is super excited, motivated, and ready to go. Betsy has agreed to put together some promotional materials to do some fundraising for the project. Grant was written by the partner in MN and Kate Riley from UW Extension. If grant is accepted the main director position would be 50% extension and 50% grant so that person would be Kate Riley. Tory asked if there would be an urban component so that places like UEC could be involved. Betsy said that there needs to be some conversations/discussions to include people from all areas of EE. She has told the group that they should do a presentation/workshop at the conference. Kate Riley and Sherry (last name?) would be the presenters. Betsy just spoke with them recently about this idea.

**ACTION ITEM:** Betsy to send presenter form to Kate Riley and have them send it to WAEE office as soon as possible.

**BREAK FOR LUNCH!**

Administrative Report (Abbie)

Abbie announced to the board at lunch that she is pregnant and with this addition she would no longer be able to hold her position with the organization. Her ideal timeline would be to have someone hired and being trained between the Fall Conference and Christmas.

Meeting re-convened at 12:45pm.  
Discussion of Abbie's position continued.

Betsy stated that it seems that it needs to be someone from Point and she would like to see the Board play a more active role in the hiring process. Ruth Ann suggested that Tom and her meet with Randy to see what is needed for the hiring process and how they can take a more active role.

**ACTION ITEM:** Abbie to examine job description, review and send to Board.

**ACTION ITEM:** Tom to set up meeting with Ruth Ann and Randy to discuss Abbie replacement.

Discussion of qualifications to fill the position was discussed. The importance and house-keeping issues involved with hiring the position are the things that need to be brainstormed and discussed with Randy.

Affiliate Survey (what to do with the information and how to present it to the members)

NAAEE affiliate report, created an interesting database of information. Abbie would like to take their results and break it down to how WAEE compares to other state EE organizations (re: history, fundraising, networking, etc.). Will help us to see how we stand and look for areas of growth, also report out to “founding fathers” and members. Is it valuable info? Could help us realize areas we’re weak in, perhaps find mentors in other organizations strong in those areas.

Pledge drive results and thank you letters: what should we put in thank you letter

Betsy suggested we send a handwritten, personal thank you to the 18 people who donated. Ruth Ann mentioned that we want to keep WAEE’s name in front of the big donors: invites to fall conference, newsletters. Betsy suggested we do one final push via email (not newsletter). Tom thinks it needs an attachment of a pledge drive form.

Action Item: Abbie will make labels for thank yous.

Action Item: Tom will write and send out thank yous. Will include a note about how donations are tax deductible.

CVEnt would streamline conference sign in, confirmation emails, follow up after conference. External from our website, wouldn’t make additional work for Sunshine. RuthAnn wondered if we could get references. Betsy wondered if the extra cost will save us in other areas. Abbie said that 90% of the membership still pays via check. Both can do conference registration and membership. Discussion of PayPal account, and online forms. With either of the new systems, the database is housed online; also, we could set up a kiosk to have walk-ins register on a laptop instead of on paper. Budget for this year is passed, we will keep researching and discussing for future.

Joan volunteered to attend Science Teacher Summit

**ACTION ITEM:** Abbie to send Joan reminder to register by July 6.

Joan Voigt joined the meeting via conference call at 1:30pm.

WEEB grant announcements and updates (Tom and Betsy) – Tom updated the Board on the two conference grants that were awarded. Betsy updated the Board on the two grants that she wrote that were not funded. One of the grants (for the Loose Group) was written for a WEEB committee, was reviewed very harshly, and not funded by the WEEB grant reviewers. Betsy gave an overview of this grant, conflicts with the DNR and DPI, the functions of the WEEB Education Committee, and why the grant was written on behalf of the WAEE. The other grants written by the Education committee were also not funded. WEEB has acknowledged that the system requiring its own committees write grants is a bit confusing and has acknowledged that changes need to be made to enable the committees to work on their own. Tom asked if the WEEB has documented goals, objectives and missions. Abbie stated that there is that WEEB 2010 document that reflects all of that.

ACTION ITEM: Tom, Molly, and Betsy to forward copies of grants to Sunshine to post to the virtual office.

CommunitEE – Tom reported that he has talked to Kathe and she gave him a name and password for access. Kathe suggested that WAEE and ALNC should swap organizational memberships in order to maintain/keep the CommunitEE website. The WAEE Administrator would run the tool and help to keep conversation topics current and active. History of CommunitEE, Nature Net and WAEE's involvement in this tool were discussed. Ruth Ann asked if Betsy would be willing to give a tutorial to the Board on how to use/set-up the website.

ACTION ITEM: Tom to discuss with Kathe who the membership would be for and what the arrangement specifically would be; email results of this conversation to the Board for a decision.

Betsy stated that if WAEE is going to be running this we should be promoting it more to the members and work on getting people active on it. We could do a session/meal time presentation at the conference about using the tool.

ACTION ITEM: Tom to forward Kathe's email to Betsy.

Fall Conference 2009 (Tom & Abbie)

Creation of new sponsor list and contact numbers – See discussion above about Board requirements for contacting sponsors.

Registration costs for attendees – Tom needs to hear back from the hotel to get final numbers from them. Abbie and Tom are going to visit the hotel to finalize things. Ruth Ann and Betsy asked to be sent the date and times for this trip.

Auction: Solicitation of items – Tom asked if there was someone on the Board that would run the auction all weekend. Ruth Ann volunteered to take the auction items, check them in and organize the silent auction. Tory volunteered to pull silent auction slips and run the live auction. Tom stated that Sterling would be a good person for the auctioneer.

ACTION ITEM: Tom to contact Sterling about live auction.

Exhibits Chair (we need someone to run the exhibit hall since Amy left the committee) – We need someone to move the exhibitors in, keep them happy and work the room during the conference.

ACTION ITEM: Recruit Glen and/or Joan for the exhibit chair.

Betsy said that she might be able to do this job.

Abbie passed out the conference schedules and asked the Board to review the schedule making sure that there were enough options for 150 people during every hour of the conference. Betsy asked about several people that she had contacted but did not see on the schedule. Abbie reported that everyone that she has heard concrete responses from has made the schedule. Tom feels that 6 – 7 options for each hour is enough which we have so the schedule looks good. There will be a few more random things filled in throughout the schedule. Tory voiced her

concern about the lower numbers on Saturday and the fact that we have less options on the schedule already. Ruth Ann and Tory voiced a need for a draw to keep people there on Saturday. Discussion of the need for a draw and/or how to keep people there followed. The idea of not offering lunch to lower the fee for that day was discussed. Betsy suggested having the lunch option be a boxed option that people could buy that day.

**ACTION ITEM:** Conference committee to discuss options for Saturday.

Entertainment Committee needs assistance – Karla Lockman volunteered to take this on prior to this meeting and said that she would work on this when she returns from Africa.

Annual Member Meeting (who will run it, what should it look like) – Betsy reviewed the different formats for the member meeting in the recent past. Two ideas that were suggested were the door prize where tickets are handed out earlier to draw people to the meeting and then the beer tasting/social to keep them there. The table of board members worked well last year to connect with the members. This is the format that the Board would like to use again. Gift certificates were suggested as the door prizes. Discussion tabled until closer to event.

Awards nominations for 2009 – Discussion of possible people to nominate followed. Betsy mentioned ways that we could get the award information out to more people.

**ACTION ITEM:** Betsy to send list of nature centers to Abbie to send out awards information to them.

Joan should take the award information to the Environmental Science Teacher summit in August.

Fall Conference 2010 – After discussion with Jeff Holcomb it seems a bit pricey to come to Monona for that conference. Discussion followed about other possible locations, why it is important to have local help/contacts, and where the membership lives that would be the best location to hold the conference.

Location/Site Theme – Poynette/MacKenzie Center, Portage, Door County were all brought up as options.

**ACTION ITEM:** Betsy to contact Door County nature centers to see if there is any interest in “hosting” the WAEE Fall Conference 2010.

**ACTION ITEM:** Ruth Ann to present option of hosting the 2010 conference to MacKenzie Center staff.

**ACTION ITEM:** Tom to contact TJ Walker School about Fall Conference 2010.

**ACTION ITEM:** Abbie to contact Gretchen about any school forest contacts in Door County.

Abbie requested that the “agreement” to “host” the fall conference be more concrete than what has happened in the past. It was suggested to have something more formally written up.

Tom asked about NAAEE and WAEE’s ability to pay for half of his registration. Ruth Ann made a motion to cover half of Tom’s registration cost. Tory seconded the motion. Discussion: Betsy took a look at the MEEC budget to examine the money that had been set aside for outreach at other conferences; she reported that there was no money spent from this category for this current fiscal year. Ruth Ann modifying the motion to use MEEC budget money, not general operating funds to cover the registration (not travel) costs for Tom to attend NAAEE. Motion passed.

Fall Conference 2011

Sunshine’s proposal (See WAEE google site under 2009 meetings)

Tom reviewed the proposal from Sunshine. WCEE needs approval to move forward. WAEE needs to give approval, assign someone from the Board to represent WAEE and give them a budget so that they know what our organization needs to profit from the event. Karla was suggested as the person to serve on the conference committee for WAEE.

**ACTION ITEM:** Tom to contact Karla about serving on the 2011 conference committee.

**ACTION ITEM:** Tom to contact Sunshine to give WAEE approval for WCEE to host the 2011 conference. Let Sunshine know that a more detailed budget can be given if needed but the WAEE needs about \$20,000 profit from the conference to run the organization.

MEEC – Board feels that someone needs to attend this event representing WAEE but we are not sure who.

**ACTION ITEM:** Abbie to contact MEEC to find out who is attending already as a presenter or exhibitor from WI.

MEEC participation tabled until more information can be provided from MEEC about who is attending; to be discussion during a conference call in August.

Ruth Ann motioned to extend meeting 10 minutes. Tory seconded. Motion passed.

Environmental Education Literacy in Wisconsin and the No Child Left Inside Coalition (Tom, Betsy, Abbie) – Tom explained who is in the Coalition, what the Coalition is doing and what the next steps are for this coalition. WAEE is represented in the coalition. DPI has given their support as well; other members include WEEB, WEEF, WCEE. Tom nominated Betsy to be the WAEE representative. Betsy is happy to serve on the coalition. Betsy thought there could be promotional opportunities and networking opportunities for WAEE through this work.

Review of Committee Assignments – Betsy reviewed the list to ensure that everyone was going to be active committee members. Tom added Karla to the WW committee list. Tom requested that the meeting minutes from today be sent out sooner

than later so that he can send out an email to the non-present board members reminding them of their action items and committee responsibilities.

ACTION ITEM: Abbie to send out meeting minutes.

3:00 pm

Adjournment

### **Action items from Spring Retreat**

- Action Item – Each board member needs to find out who their representative is and report the contact name/information to Abbie. **Still needs to be done.**
- Action Item – Each Board member needs to update the contact information on the liasionship list, most important is email, on the google site. **In progress. Glen still needs to update Liasion list.**
- Action Item- Abbie will create a email mailing list of the liasionships so that they can start receiving the newsletter.
- Action Item – Abbie to find contact information for state and national EE orgs.
- Action Item – Abbie to check into pricing for WAEE Board member nametags. Tom wants magnetic backing not a pin. **Tom to send Abbie contact information for Laser Innovations.**
- Action Item – Amanda is going to price out entertainment options and availability. Not Done. Karla taking this responsibility.
- Action Item – Tory is going to create a google document of principals from the DPI website with contact information so they can be informed about the awards program. **Tory reported that this would be a HUGE project; board decided to table idea.**
- Action Item – Betsy to give awards committee list of nature center directors to contact about awards program. **Will do.**
- Action Item – Tom to contact Nick Hylla to see if the WEEB leadership committee wants to partner with WAEE for the WEEB Award. **Not done; will do.**
- Action Item - Karla to contact Randy Colton, Susan Ermer and Sam Thayer. (Potential MEEC presenters) **unknown**
- Action Item – Tom to get the brochure original copy from the designer. (making a change to corporate membership fee to \$350 a year. Delete the corporate life option) **not done**
- Action Item - Joan, Amanda and Tom will work to revise brochure. **Not done.**
- Action Item – Ruth Ann looking into the liability insurance to see what it actually covers. **Not done.**

### **Review of Past Action Items**

- Action Item – Betsy will take on the project of gathering information from the WAEE Membership on their impact on society. **IN PROGRESS.**

Ruth Ann motioned to adjourn. Tory seconded. Motion passed.

Meeting adjourned at 3:17pm.