

**WAEF Board of Directors Meeting Minutes**  
June 14, 1997  
CWES

**Present:** Terrie Cooper, Libby McCann, Clayton Russell, Nancy Piraino, Sterling Strathe, Tom Finley, Phyllis Peri, Yvette Loiselle, Steve Casper, Pat Marinac, Meta Reigel

**Minutes:** Accepted as corrected for Phyllis's name as co chair of WW '98, and correction of motion second by Terrie page 2. It was agreed that **bold facing individual's names will help accountability. Further information is also encouraged to be included re discussion** details. It was decided to have someone keep a chart regarding actions and date needed by in addition to the minutes. This will be sent out with minutes as an addendum. Committee reports will also be sent out with minutes. Board members should look in the minutes for conclusions and final actions taken. New committee report forms will be sent out with the agendas prior to meetings.

**Treasurer's Report:** Draft summaries of financial status were passed out for budget development committees. **Quarterly fiscal reports were requested for each committee from office.**

Question was raised regarding WAEF connection to the WEEB development committee. It is understood that that committee is no longer functioning. Further discussion reiterated our need to stay in connection with WEEB. While we have no official seat on that board it was noted that the **Networking committee i.e. Phyllis or her designee, should provide a presence and report back to the board.**

**Committee Reports:**

All committees need to have updated Strategic Plan to Meta by the end of this month. Completed Strategic Reports will be mailed out with the agenda for the September meeting.

**Finance Committee:** Steve Casper outlined some basic needs and guidelines and encouraged the development both association and committee budgets, and reminded everyone of the need for accountability. Reference was made to guidelines developed in the past and the need to strengthen and review them. **He will research fundraising and endowment opportunities. Terrie and Clayton will provide him with work already done. Steve will look at laws, regulations, guidelines and other opportunities.** He suggested developing a way to encourage donations (brainstormed ideas included a check off box on membership form, newsletter insert, mailing to members and nonmembers along with charge card ability) He was **directed to work with Libby regarding membership.** Report on above ideas and initiatives will be given at Sept. Meeting. Due: 9/6/97

**Management:** The role of the past chair was clarified as defined in bylaws. Pat Marinac will be working on EE standards in the state so has asked to be relieved of management chair responsibilities. **Terrie and Clayton will continue to oversee management.** Pat will continue to be involved. The first order of business is to clarify the Memo of Understanding.

**Elections:** Yvette asked for clarification of tasks before accepting responsibility for the election committee. The board agreed that by September **we need to bring names (and completed nomination forms) for potential board members to the meeting along with an idea of skills that we need on the board to provide balance.** (See bylaws for timeline for election procedure) **Yvette will write up a Call for Nominations** for the fall newsletter. Nomination forms accompany this mailing.

Correction was made regarding Yvette's term of office on the Board roster. It should read 1998, not 1999 as she was elected to complete Sara Burr's term.

**Membership:** Libby reported for her committee (Sterling, Nancy, and Tom). She explained the modifications she is making in the Strategic Plan to better fit the EE2000 initiatives. She plans to send letters to WILD, PLT, WET facilitators re EE 2000. Nancy and Tom will become co-chairs when Libby steps down.

She reported that Sterling and Nancy will make presentations regarding WAEE at conferences. **Conference exhibit details will be handled by Phyllis through Networking.**

Regarding ways to encourage more student participation: It was agreed that a \$5.00 donation could be made in the Fall Conference check off that would be used as a financial assistance for students. **Nancy will see that it is included on the registration form.** *(Nancy, I forwarded an email to Mindy but told her you would be the contact person for this for clarification and details)*

A question of whether or not we should continue to even ask students to pay appeared to be resolved with the consensus that students feel they should pay, but we should do everything we can to help them financially. Some of the suggestions were: work in exchange for fees and scholarship funds, and reducing fees, as well as simply providing waivers where absolutely necessary. Yvette encouraged posters to be sent out to universities and colleges to encourage student participation.

The strategic plan form, presently on Anne Green's computer will be transferred to the office computer when Anne leaves. Updates will be sent out ASAP when available. *(Requested from Anne)*

Meta provided a membership reports of various categories, and renewals. Expiration notices have been sent out for delinquent members from both 1995 and 1996. An additional notice will be sent out by the end of summer for those who do not renew. (Renewal notices are sent out in early December for the upcoming year -1998.)

EE Liaisons are not listed on that report but involve about 500 schools. They are “entity members” i.e. their schools, not them personally, are the real members as the materials sent is for everyone in their building. WAEE receives \$5.00 for each such membership. The EE Liaisons themselves do not have voting privileges, but one designee from their school can claim member discount for conferences.

Steven Casper encouraged the use of credit card for membership. He will look into this.

**Awards:** Clayton brought two motions to the board for review. Motions:

1) **Broaden description of the Earth Guard award to include colleges and universities.** (This would make it a total of 3 awards) Money allotted for that category would increase to \$300 as each award would still carry \$100 cash benefit.

Clayton/Phyllis

Discussion: Great Idea! Motion passed.

2) **Broaden description of student category to include K-12.** (This would make it a total of 3 awards) Money allotted for that category would increase to \$300 as each award would still carry \$100 cash benefit.

Discussion: Great Idea! Motion passed.

**Networking:** As noted above **Phyllis will be responsible for communication between WEEB meetings and WAEE. She and Pat and Libby will discuss status of the various WEEB consortiums with Randy this week this week. Phyllis agreed to set up that meeting. Report will be made at September meeting.**

She will be reviewing networking to other organizations and deciding on priority status of same. Working with other states will be secondary, however she will check in with other Midwest states at the fall conference. **She is also seeking a committee.**

Initiatives she is working on for WAEE include the following:

1. WEB page. Great opportunity! Big job. Discussion centered on who to link to for greatest accessibility. (**Contact her if you have access to a WEB site.**) Possible major links and placement of the page are NAAEE and WCEE to provide continuity and consistency. She is overseeing the development of the page and will include such items as awards, history, newsletter, conferences as well as the awards that WAEE has received. She passed out prototypes of possible pages. Looks great Phyl.
2. Conference exhibits will still be important.
3. Assistance with the EE2000 campaign
4. Identification of media contacts will be developed. A subcommittee for publicity is needed.
5. Listing of networking possibilities when action alerts are needed.
6. Connection with other EE groups nationwide will become secondary (see above)
7. Libby suggested that buttons “EE works for Wisconsin” be provided for other states - “EE works for IL” “EE works for Michigan” etc. Fun idea.

Info recently received from the Wisconsin High School Association was passed on to Phyllis for review.

**Creative Input:** Meta read a report from Ward Holz who was called out of town on a family matter today. He requested money for attendance at a conference. Unable to accommodate but Meta will contact him and encourage him to identify money for a budget for the next fiscal year. We look forward to seeing the Sesquicentennial Grant. (Deadline is July 1) Ward's report says that new CI approach will be a "single project" focus rather than several smaller activities.

**MEEC (Midwest EE Conference) :** Board expressed need to see budget for the conference. **Meta will see that one is obtained PRONTO.** *See enclosure to these minutes.*

American Family will apparently be donating printing for the conference programs. Concern was expressed regarding their stand on apparent disruption of an educational initiative that went through the legislature. **Meta will check with Dolly Ledin.** (*Voice mail message left for Dolly re concern.*)

Registration forms are being developed and will be mailed soon. Costs will be about \$100. Concern was expressed that it is so high. As the office will not be handling the registration details the committee has been looking for alternatives. Costs through extension have been high so alternatives have been looked at. Meta circulated a proposal that has been made to the committee from Communicators of Wisconsin (COW). They would charge \$2500 plus printing and long distance phone calls to oversee and manage registration. If the office's time would be used it is estimated that it would cost about \$1500 (supposing someone could be found who would do it for \$6.50 an hour! ).

**Motion (Terrie/Nancy) regarding this cost: The Board affirms that it has an obligation for providing registration services for the conference up to \$1600 plus phone and copies. A copy of the budget along with a line item identification of registration fees is requested at this time. The conference committee is advised that a \$10,000 profit from conferences is necessary for running the WAEE office and its related services. The board also recognizes that some of this additional cost must come from the conference itself. Pending notification and recognition of above; the motion to pay this fee is passed.**

**Memo of Understanding:** Member services should continue as presently offered. WE should continue what we are doing at present time but increase our skills and ability of the board so that they are better prepared to meet challenges such as EE criticisms etc. Incoming mail and correspondence should go to Terrie and if she is unavailable then to Clayton. **Meta was directed to mail things out.** Clarification on this process followed. (*See AD comments on cover letter*)

The need to identify chair elect position and responsibilities was discussed. Assuming that position will recognize a three year commitment: chair elect, chair, past chair.

Bylaws now only allow for past chair position and responsibilities. Vice chair position would not exist. **Terrie will be responsible for development of this proposal.** It will go to membership for bylaw vote at Fall Conference.

**Motion: WAEE will develop position of chair elect, and eliminate vice chair. Leadership steps will be from chair elect, to chair, to past chair. (Terrie/Clayton)**  
**Motion passed.**

Further discussion led to Libby agreeing to be chair until January with Terrie assuming role of past chair now. Sterling will be considered vice chair for the next 6 months (until bylaws are approved) In event that Libby goes to school full time in January we will need to restructure our leadership people. This will need to be reevaluated in the late fall.

**EE Position Paper:** EE 2000 will deal with it and include Dave Engleson.

**Leadership Institute:** Eco citizenship workshop will take place at Winter Workshop - **Clayton will help coordinate.** It was suggested that using the EE2000 funds we could bring in someone to work with the board on a Wednesday, have them offer a statewide leadership clinic on Thursday and Friday and then move into Winter Workshop. **Sterling will identify available dates with Treehaven.** Clayton will identify possible sources of assistance for Board Development/leadership assistance by September.

**Orion Magazine:** Meta circulated a request for joining Orion as a member (\$25). Benefits would include name on some publications, one year subscription to the magazine and access to input and inclusion in submitting info to them. They will be doing work in the Midwest in bringing together diverse groups. (They already have done so in the NW with apparent success) They also work in VT with teachers of EE and have funds for EE. They are respected as a literary work and will help us to reach broader exposure.

**Motion to join at \$25 fee. (Clayton/Libby) Passed (Completed)**

**EE2000:** A very brief discussion followed re the \$4200 from NEEAP. The budget is being developed yet and will be submitted to NEEAP by July 1. Discussion indicated that 25% should go to WAEE for administration of the finances of the grant. (See notes from Sat. meeting regarding priorities of EE 2000 project)

**NAAEE Conference - EE2000 component:** Clayton, Phyllis, Yvette and Sterling are considering it. Sterling agreed to be the Affiliate Representative for WAEE to the North American Association. **He will contact David Starnes in Washington DC with his intent. Copies of the Affiliate Handbook will be mailed to him and Clayton.**  
*(Completed)*

**Board Vacancy:** By consensus it was agreed that Anne Green's position will remain vacant and will be filled in the Nov. Elections.

**Tides Proposal:** Apparently WAEE is being looked at as a participant. However there were too many questions and the turn around time was far too short to have adequate discussion on this position.

**Nature Environmental Center Section:** *Meta will list some administrative concerns and forward them to Joe Passineau and to Tom Finley.*

Next meeting Sept. 6 in the CNR.

Adjourned.

Respectfully submitted;

Meta L. Reigel  
Administrative Director

enclosures:

- \* Notes from Sat. AM session with Corky
- \* Board nomination form
- \* Committee reports - Awards, Finance, and Networking
- \* Extra blank Committee Report
- \* Responsibility timeline / chart *Opps - this got erased before I could make a copy of it - thought it was on computer. Good idea though - lets try again in Sept.*
- \* Fall Conference Budget and draft of reg. form
- \* Updated copy of membership Strategic Plan
- \* Welcome letter and membership card for Steve!
- \* Outline of suggestions from Terrie, Clayton, and Pat which reflect the late Saturday afternoon and evening Board discussion of the office
- \* Preliminary thoughts from me in response *(both of the above are being worked up into final proposals - doubt we can all reach the July 1 deadline but...we're working at it!)*
- \* Envelopes, mailing labels for WAEE work - feel free to request stamps from me or to submit receipts for reimbursement *(see note on bottom of following page regarding mailing capabilities of office)*

whew!

Please check fax number on Board roster for Nancy Piraino. It should be 608-267-7474.

**PS to new Board members:** Hang in there! This “getting-everyone-up-to-speed-meeting” usually takes place in March when life and Association business is a little less intense. By the June meeting we are usually more all on the same page, abreast of what’s needed, and able to move forward in a less stressful manner. This year, unfortunately for you, everything got thrown in at once. Preliminary budget info also (usually) gets to the board in Jan also with discussions about initiatives for the year and \$\$ needs taking place at the March retreat. Usually by June the budgets are finally approved so that we start July 1 with a clean slate. (As I said, this is SUPPOSEDLY the way it works.) This year I was busy with other things in January and the March meeting happened in June and the June meeting happened in March, and everything is upsidedown. Hang in there. If you’re feeling overwhelmed be assured that it will all eventually settle down and sort itself out. It always does, ultimately. And next year we need to all remind ourselves what THIS year felt like so we can avoid premature burn out of new board members in 1998!!!! Though I do admit that I will be gone a lot this summer: CALL ME, if you need further explanations about board business, or procedures, or background. I can provide perspective and history. The Board provides the authorization and decisions.

**Note regarding mailings:** I have thought about your request to have the day to day mailing function come from the office (see Minutes pg. 4, last paragraph ). It has been my practice to avoid that function and to decline small mailing tasks. I have always believed that a functioning committee is able to complete its own mailing. WAEE provides postage and stationery, it cannot afford the staff time to do this. You need to remember that my efforts DO cost you money - money which we don’t have. My philosophy has been (more and more over progressively leaner years): If you can do it - DO IT, and let the office know. The office does not provide for the kind of support and assistance many of you are accustomed to receiving from traditional “real” offices that have paid staff - funding is not there. (Protocol is not there either!)

I am always here to coordinate bulk mailing of course and handle the day to day requests for information and referrals and be “back-up” when needed. The office needs to be kept abreast of activity because of its background support role and overseeing function which helps to alert folks when there is duplication, conflict of effort, confusion, or need to stay “on schedule.” (This is one of the many things that needs to be clarified for WAEE and its office description) Given the shortage of funds for payment of staff, it is not efficient use of my time to do little mailings that committee chairs and members can do. My job is the “big stuff”!