

**WAEF Board Meeting Minutes**  
**Sunday, July 15<sup>th</sup>, 2007**  
**Trees for Tomorrow, Eagle River, Wisconsin**  
*Recorded by Rebecca Clarke*

**Board members present:** Rebecca Clarke, Betsy Parker, Kathy Sill, Maggie Bishop, Joey Zocher, John Heusinkveld, Tanya Zastrow

The meeting was called to order at 10:30 am with everyone thanking Maggie for the use of Trees for Tomorrow. Great spotting of Golden Eagle overhead during a meeting break!!!

**1. Review of Minutes from 5/6/07**

**A. Minutes from 5/6/07**

Betsy reviewed the action items from the May spring retreat board meeting. Folks took down items they missed to work on. Some action items needing attention included:

1. **Action Item:** John will include a membership check off box in the Winter Workshop materials.
2. **Action Item:** Tanya will follow up with Carol/Abbie on adding a convenience fee to the online membership renewal form.
3. **Action Item:** Rainey, Tom and Betsy will create a draft of a revised WAEF brochure and send it to the Board for approval before printing.
4. **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.
5. **Action Item:** Carol should put Member Outings on the front page of the website (Cave of the Mounds was on there). Abbie will work with Sunshine on this.
6. **Action Item:** Joey will combine the Beldon and WEEB grant scopes and propose to WEEF or another foundation.
7. **Action Item:** Carol/Abbie will contact WAEF organizational members and ask each to list on their respective websites: "Organizational member of WAEF" with a link to the WAEF website.
8. **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.
9. **Action Item:** Joey will prepare an "Organizational member of the month" write-up for UEC and submit to Carol/Abbie for inclusion in the next newsletter (also pre-publicity for the member outing).
10. **Action Item:** John will write and forward to Joey a brief 'Call for Presenters' description for student presenters.
11. **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.

**Motion to accept the minutes from 5/06/0:** Joey motioned

**Second:** Betsy Parker There was no discussion.

**Passed**

**2. Public Input** There was no public input at this meeting.

**3. Administrative Assistant Report**

Carol is officially done in the WAEF office. Due to personal commitments, Carol felt she could no longer work in the WAEF office. She is willing to help train a new person which we already have. As of Thursday of this week, Abbie Enlund was hired by Randy Champeau of the WCEE office. After a brief hiring period Abbie was selected out of no other applicants. It was felt that because the job is part time and located in Point a statewide hiring would be futile. Abbie quickly accepted and worked last Thursday with Carol learning the

book keeping process. The board reviewed Abbie's resume and agreed that the quick hire could be a good thing as there is much going on in the office right now. The Board also agreed that we had to get Carol a nice gift for all her work at WAEE in getting our books, insurance, membership renewal and conference registration processes in great shape. She will be sorely missed. A couple of different ideas were discussed as to a gift for Carol.

**Action Item:** All board members will bring something representing their part of the state to the September 8<sup>th</sup> meeting to create a package for Carol.

**Action Item:** Abbie will make Carol a lifetime WAEE member

**Action Item:** Betsy will offer Carol a free registration to the MEEC conference since she worked so hard on it.

**Action Item:** Rebecca will ask Abbie to come to the September 8<sup>th</sup> meeting to introduce herself to the board.

**Action Item:** Rebecca will make sure Abbie knows to switch the NAAEE\ contact name from Carol to herself.

**Action Item:** Betsy will follow up with Abbie on the WAEE business card printing

Betsy also noted that the WAEE website is now accessible by [wae.org](http://wae.org) instead of going through [Uwsp/cnr/wcee/wae](http://Uwsp/cnr/wcee/wae). This is a great development. Apparently with purchasing this domain we also get a free email address.

#### 4. Budget Review

Rebecca had Carol send out the latest budget report to everyone prior to the meeting (see attached) Numbers seem good especially in terms of MEEC profit already with grants and donations and exhibit fees. Also our membership numbers seem to have done better in individual category. We are about \$1,000 above what we budgeted. We have about \$19,000 in (net?) profit to date..

**Action Item:** John will check with the MEEC committee for a more detailed budget report. We just want to know amounts to list as donations, grants, or income.

**Action Item:** Abbie will check and see if this budget analysis included our quarterly bill for UWSP.

#### 5. Committee and Liaison Reports

##### Networking – Betsy Parker

We have the Google calendar up and running and Betsy showed everyone how to access it at the spring retreat. She has added everyone's email address from the board so you just need a Google email address to access view or change the content.

We would like to use this calendar to see which events WAEE should have a presence at. We would need to budget for these things as conferences and exhibit tables cost money. Would be great to get a board member to the NAAEE conference for example. The calendar also includes budget, Winter Workshop and Conference deadlines.

<http://www.google.com/calendar/embed?src=6475mmtugdrdqia3vb06jh0pb4%40group.calendar.google.com>

**Action Item:** Everyone will check out the WAEE calendar, and add relevant events to the WAEE calendar

Discussion: Should we add this to the website?

The Board decided with all we have going on this year we would put grants for the rebranding, brochures, executive director on hold for this year and just concentrate on membership.

**Action Item:** Rebecca will check with Abbie to see if we are on Good Search. Encourage your friends to use it so WAEE gets a dollar or something each time.

**Action Item:** Betsy will resend directions to the WAEE virtual office and to the Google calendar.

**Action Item:** Joey will send her grant from the Beldin Foundation and WEEB to Sunshine to post on the WAEE virtual office. Amy, Betsy, will also send their grant information to Sunshine.

**Action Item:** Rebecca will send the Ideas grant to Sunshine and also contact Jeremy Higgins to send his for the virtual office.

### **Membership**

The July member outing was cancelled because no one signed up. There was some short notice and discussion about if the date was too close to 4<sup>th</sup> of July. Thanks to Tom and John for offering to check in the office to registrations while Carol was on vacation.

Some things still need tightening up. For example, Joey questioned why she or the UEC couldn't take money and registrations and just send them on to Carol? Is it really clear to the centers and participants that this is a WAEE event or an UEC event? Tanya said she would take the suggestions and add them to the member outing binder she and Amy are preparing as part of the WEEB grant. We are not sure what happens to the grant if none of the outings run due to low participation...

The next outing is Saturday September 15<sup>th</sup> 9am-12 at the Berlin School Forest High Ropes course. There was some discussion about changing the date to coincide with our board meeting. It costs \$225 to cover the instructor and we need a minimum of 10 people. The cost will be \$20 for members and \$25 for non members.

**Action Item:** Tanya will check on moving the outing to our board meeting weekend

**Discussion:** Are we still sending registrations to the WAEE office or to the facility? How will registrants know they are registered? Who will notify folks if an outing is cancelled and how? Can we charge \$40 for non-members? We need incentives for outings...(free member outing with WAEE membership renewal? Bring a friend and have them become a member?? Do we have membership forms sent to outings?) No board members at this meeting could attend the September 15<sup>th</sup> outing, as is required by our grant. We need to know who can attend...Should we send Abbie as a welcome present? Would be great if outings were planned a year out...

**Action Item:** Amy will send out notice of when next membership meeting is so folks can participate.

**Action Item:** Membership committee should get the outing information in the newsletter and on the front page of the website for better marketing and work with the facilities putting on the outing and have them help with marketing to their members.

**Action Item:** Amy and Tanya will send a letter to our member organizations asking them to list on their website that they are a WAEE member. They will also ask them if they are interested in providing a member outing. Discussion: Should we make a cute logo that can easily insert?

**Action Item:** Betsy will update the membership give away policy (as part of her grant and our membership drive, 2007)

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### **Conference – MEEC and Winter Workshop**

#### MEEC

MEEC wants the Board to help with the registration table. We said we would. We will break it into three hour shifts to be determined at the September board meeting. So look when you are presenting or when you want to see something so you don't sign up then.

John showed everyone the draft conference schedule. They had to turn away 1/2 of the people that applied which is just a staggering amount of interest. The program guide will be done September 30<sup>th</sup>. The entertainment is free, thanks to the hotel. There are 2000 registration packets already printed. John encouraged us to bring auction items as that is another big money raiser for us.

**Action Item:** Tanya will check with Broad Creek for auction items

**Action Item:** John will send a list of organizations that have already committed money or items so we don't hit up folks twice.

Our member meeting needs to be scheduled. The membership committee should plan something in one of the free times. We decided that our membership meeting would be Friday from 5:15-6:15 in the Hospitality Room which I think is right before our social.

**Action Item:** Everyone think of accomplishments and items from the year that should be in our annual report and give to Betsy or Rebecca by the September meeting.

Our board meeting will be Saturday morning.

**Action Item:** John will confirm a time and place for our WAEE board meeting and make sure it is listed in the program. WEEB would like to meet with us at this time.

**Action Item:** John will confirm a time for the student meeting, preferably in the evening and not during sessions. There is an opening apparently about ½ hour before the home brewery event.

We need a board member to be there to support OUR new student board members as they lead their first meeting.

The MEEC conference expenses are all already covered by grants or donations which is INCREDIBLE! Whatever we make from the auction or registration is ours, free and clear. They are expecting about 750 people. We need to get a gift for the conference committee. There are about 22 people on this committee. John mentioned that the committee is fairly close so a restaurant may not be a bad idea.

**Action Item:** Joey will work with Abbie to find a good restaurant in town and see if they will match us. We will need about \$300 dollars. We did \$150 last year and there were 13 people on the committee.

### **Fall 2008 conference**

This conference is at the Urban Ecology Center (thanks Joey). We decided to switch the date back to teachers convention weekend. We need to use the teacher mailing lists from the WCEE. Rebecca emphasized that we need to keep the focus on urban EE and on nature centers. We have neglected our own professionals and emphasized teachers in the past few years, in Rebecca's opinion.

**Action Item:** Rebecca will send Joey the planning book, sample program planning guides, sample sponsor letters and sample budgets.

**Action Item:** Joey will come up with title, date, and some cool key note or something for the MEEC conference information table.

**Action Item:** Joey will develop a committee and research hotels by the September meeting, preferably working with local universities if possible...

**Lunch 12:40, tour of Trees for Tomorrow, saw golden eagle and lots of dumb fawns...Probably not a coincidence...**

### Winter Workshop

John is still trying to involve EENA/NAI students at Point. Has committee members.. (David Eagan? Kathy Sill and Susan??). They are still working on the theme of leadership and inspiration.

**Action Item:** John and his committee will develop themes and a call for presenters to be ready for MEEC conference.

### **6. Students**

Hillary and Cassie have both been contacted and welcomed via email. They are excited to start.

**Action Item:** We need student board bios on the website. Abbie will make contact to do so.

**Action Item:** Rebecca will ask Tom if we can move the September meeting to CWES so folks like Hilary can stay overnight.

**Action Item:** Betsy and Rebecca will firm up meeting time with new student board members and. Content of orientation.

**Action Item:** We need student board books by September. Abbie will prepare these.

**Action Item:** Joey and Rebecca need their bios on the website as well!!

## 7. Old Business

### Awards

Kudos to Tom Quinn for all his work on awards! We have a final version of the awards packet (see attached) and it looks great. Tom is still finishing the rubric for awards selection.

**Action Item:** Tom will finish awards rubric and recruit awards selection committee members and submit to the Board at September meeting.

The Aldo Leopold and WAEE awards stayed the same. Rebecca got a hold of Dave Engleson, one of the founding fathers of WAEE and a real catalyst for EE in WI for the last 40 years. David agreed to come to the fall conference and attend the awards banquet where we will rename the WAEE award the WAEE David Engleson award. He was really tickled and excited. So we will go through the awards (if we have any) and Rebecca will prepare a bio about Dave to read and to go along with the awards as an explanation for future recipients.

We will probably open the floor up for others to speak (I know Dennis wants to say something).

**Action Item:** Rebecca will contact Rick Wilke and Randy Champeau to see if they want to speak and ask who else should be invited.

**Action Item:** Kathy will check with Timeless Timbers for a special plaque for David.

**Discussion:** It would be great if we had a poem or one of David's favorite quotes to put on the plaque.

**Action Item:** Rebecca will get a note out to the members about David's recognition, see if they want to have a statement.

**Action Item:** Maggie will check on any connections David may have in Madison, Stoughton. Betsy will check around Madison.

**Action Item:** Rebecca will continue to work with Sunshine and Abbie to get the awards updated and ready for a display at MEEC.

Action Item: Tom will get the plaques taken down by July.

Tom will emcee the awards ceremony with help from others. Rebecca will lead the David Engleson recognition.

Action Item: Betsy will help Tom with the bio write up for the award's banquet to be read. The board will pick/decide award winners at September meeting.

In the past, Betsy contacted Clayton Russell, Mary Pardee and Jeremy Solin to ask them to serve on the Awards Committee. Due to lack of interest (with the exception of Jeremy) and time, Joey made a motion that the WAEE board decides the award winners for 2007. If board members are nominated or nominate someone, they cannot vote and other voters will be found. Betsy seconded. There was no discussion and it passed.

Betsy, Tom and the awards committee will take care of informing award winners, making sure they get to the dinner, doing press releases and so on.

Action Item: Tanya will do table decorations for the banquet.

**Action Item:** Abbie will send out weekly reminders about awards!

**Action Item:** Betsy will check with Abbie and if there are not enough or ANY award nominees by mid-August, board will start nominating people.

Management Committee – No written report

## 8. New Business

### Ide@s Grant

No one on the board could come up with teacher names for this grant.

Action Item: Rebecca will send out a request to the membership.

### Portal EE Website

Met on May 22<sup>nd</sup>. WAEE did not get a top tag line. But we do have a page with other state organizations. Name for the website is EE in Wisconsin this was purchased along with 4 other names. There will be another meeting in August.

**Action Item:** Maggie will get Abbie up to speed on the new website stuff.

The rest of the meeting was spent brainstorming ideas for membership drive at MEEC. We want to hand out membership forms to people as they walk in the door. We may want a slide show for David Engleson. Can we get the registration for MEEC on other states' websites?

**Action Item:** Abbie should see if MEEC committee is getting the registration packets to our nature centers for them to hand out.

Action Item: Maggie will look into getting David Engleson benches in each DPI region in the state.

Joey motion for the meeting to be adjourned at 2:45. Tanya seconded. All approved and the motion passed.

Next meeting Sunday September 8<sup>th</sup> in Stevens Point somewhere.