

WAAE July Board Meeting
College of Natural Resources, UW-Stevens Point
July 19, 2008

Betsy called meeting to order 10:30 am.

Present: Tom Quinn, Betsy Parker (by phone), Glen Reindl, Kathy Sill, Amy Workman, Joella Zocher (by phone)

Absent: Maggie Bishop, Abbie Enlund, John Heusinkveld, Ruth Ann Lee

I. Review Of Minutes

Board members reviewed minutes from March 9, 2008. Tom and Betsy made changes and Amy made some spelling corrections.

Motion: Glen motioned to accept minutes as amended, seconded by Tom. Minutes passed unanimously.

II. Committee Reports

MANAGEMENT

Action Item: Betsy will send out a list of projects WAAE has funding for seeking ownership/leadership on each project to Board members.

Vote on MOU with EE in Wisconsin

Tom questioned if the free exhibits are a long-standing agreement or a one-time deal. Betsy thought as long as we were in a partnership with EE in Wisconsin they would be able to have free exhibit space under item H, limited to one booth, and representative(s) of EE in Wisconsin will have automatic acceptance as presenter(s) under item G provided they submit a presentation proposal.

Action Item: Betsy will communicate the above changes to Sunshine.

Motion: Tom motioned to approve the MOU with amendments, seconded by Kathy. Motion passed unanimously.

Create list of potential NAAEE Board prospects

Discussion on whether or not WAAE should check with potential candidates ahead of time before submitting prospective names to NAAEE. Kathy suggested WAAE pass on the information on responsibilities of NAAEE Board members to the list of candidates we brainstorm. Betsy suggested also notifying NAAEE that WAAE has contacted a given # of names and are following up with them.

Action Item: Betsy will contact Dave Chase of NAAEE's nomination committee to ask if they would like the announcement for Board member recruitment to appear on WAAE's website or in the monthly newsletter.

Potential candidates:

Rick Wilke
Dennis Yockers

Ken Leinbach
Pat Arndt
Pat Marinac
Jennie Lane
Rebecca Clarke
Jeremy Solin
Dean Sauers
Brenda Lackey
David Eagan

Action Item: Betsy will write a general letter to our list of potential candidates; Abbie will send it out to the above people.

CONFERENCE

Fall 2008 Updates by Joey

Have enough presenters already; a good mixture of core presenters and Milwaukee-specific presenters. Presenters have not yet been notified of their status; Abbie is contacting the list to remind them to register for the conference before notifying presenters of acceptance. Joey commended Abbie on the excellent job she's doing on conference work.

Potential fall funders

The conference committee created a Google list of potential funders and Abbie has been contacting them. Main fundraiser committee member dropped out, so the rest of the committee is scrambling. At this time, Joey does not think Board members need to contact funders.

Action Item: Joey will share the Google document with Board members by July 25.

Action Item: Board members will make suggestions to Abbie of additional potential conference funders by August 1.

Action Item: Abbie will contact those additional funders.

Joey questioned whether we sell conference t-shirts/sweatshirts at a cheaper price to members vs. non-members as a perk of membership. Discussion followed. Tom suggested listing the set price as the member price and tacking on a few extra dollars to the non-member price.

Joey said the conference budget is looking "scary;" would prefer to have several more major funders committed by this time. The big fundraising push is just beginning. Abbie has developed a great system for contacting funders, including a letter written by the WAEE conference committee Board member but sent by Abbie from the WAEE office. All money then comes into the WAEE office. This system has worked well and should be utilized for future conferences.

Date and time for Board & Annual Member meetings

Thursday night (10/30): Dinner, Annual Member meeting as intro to Taste of Milwaukee, then Gomeroke as evening entertainment and costume contest.

Friday night (10/31): Auction

Saturday (11/1): Board meeting following lunch at 1 pm.

Action Item: Joey will reserve a room for the Board meeting for Saturday afternoon starting at 1 pm.

Joey got excellent feedback on moving the conference dates back to the last weekend in October.

Brainstorm on Fall Conf. member drive moved to END of meeting.

Fall 2009 Conference updates

Tom spoke to Karen Wise and Rick Koziel of Beaver Creek Reserve as potential fall 09 conference committee members for the conference to be held in Eau Claire the weekend of October 29-31, 2009.

Action Item: Glen and Tom will follow up with potential candidates for fall 09 conference committee and host a conference call in August 08. Tom and Glen will ask for a commitment and a theme from conference call participants in preparation for the pre-publicity at the fall 08 conference.

MEMBERSHIP

Continuation of Member Outings

Amy asked for input on whether to continue setting up member outings. Tom said yes, the effort is worth it. Tom suggested Abbie could research local newspapers for each outing to submit press releases to provide additional advertising for the outings.

Action Item: Betsy will send out the 2005 member survey results to all Board members for Glen to use as a template.

Action Item: Glen will create a new member survey and email to all Board members for further input.

Action Item: Tom will convert Glen's survey to a Survey Monkey format.

Betsy suggested partnering with the Natural Resources Foundation or John Muir chapter of the Sierra Club for member outings.

Action Item: Glen will contact the Sierra Club to discuss the potential for partnering on member outings in 2009.

Glen said for sure host the Merrill School Forest outing. Betsy said she's on the fence. Joey said it's contingent on time and energy and the cost-benefit analysis. Kathy said do only 1 or 2 in 2009 partnering with other organizations but no to continuing with these member outings. Glen said go ahead with the Merrill School Forest outing. Joey agreed keep the Merrill School Forest outing but cancel the rest. Amy agreed.

Removal of Hosting an Outing info from website

Joey and Tom said yes, but offer the current hosts to advertise the event through the newsletter.

Action Item: Amy will contact Sunshine to remove the Host Application Form and Hosting an Outing information from the website.

Action Item: Amy will work with Mary Windorff of the Merrill School Forest to set up the Cordwood Construction member outing on Sept. 20.

New Brochures

Action Item: Tom will send the draft new brochure text to Board members by July 25 for input.

Action Item: Board members will send input on the new brochure text to Tom by August 1.

Action Item: Tom will compile new brochure text info and send to Joey.

We have \$3,500 budgeted for the design and printing of the new brochure. Betsy and Joey suggested printing 2,500 brochures. Discussion on having full color vs. only 1-side full color.

Action Item: Tom will research cost of full-color brochures and how many we could print in 8 ½ x 11 and 8 ½ x 14 and will send that information to Joey.

NETWORKING/ADVOCACY

Spring Adventure Workshop

Neither Glen nor John were able to attend. Glen gave the brochures and member outing brochure poster to John Munson to staff. Betsy suggested doing our best to get a WAEE representative next year.

ADDITIONAL REPORTS

Administrative Assistant Report

Board members approved the document Abbie prepared re: Fall conference responsibilities for the WAEE office without changes.

“Life Membership Drive” discussion moved to end of agenda.

Student Report

Tom gave the report on potential Student Board members for the Sept 08-09 school year. Abbie has been in contact with potential candidates to submit their resumes and references. The new school year starts Sept. 2. Potential student board members are: Amanda Polhod, Tracie Timm, Alicia Gramling, Kim Meloney.

Action Item: Abbie will call all potential candidates to submit their resume and references by August 15.

NEW BUSINESS

Jeremy Solin stepped down from being the WAEE liaison to the new MEEC committee in IL.

Action Item: Betsy will contact John to be the WAEE liaison to the new MEEC committee in IL.

PUBLIC INPUT

Nick Hylla joined the meeting at 12:45 pm to talk about the WEEB 2010 Goals for EE committee development. These committees are designed to move forward on the objectives established in the 2010 Goals for EE and have a budget. Nick came representing the leadership committee. The leadership committee goals are to: 1) increase collaboration between EE organizations to advance the EE in Wisconsin 2010 plan, including building the

infrastructure needed to move forward with plan goals both inside and outside the WEEB organization, 2) develop an EE “white paper” on why EE is important and, 3) form a strategic vision for a statewide EE leadership program. Nick would like to pull the WAEE Board members into the process and consider how our organizations can combine efforts to create the leadership program. Nick is actively looking for members to serve on the committee and wants to partner with WAEE to host a wiki webpage as an online, common meeting space for establishing the strategic vision for the statewide leadership program. Kathy mentioned this as a potential conference theme for 2009, “EE in Wisconsin: Moving Forward.” Besty and Joey both mentioned partnering with the leadership committee to take ownership of the WAEE Awards program. Nick’s timeline is to have an initial planning meeting before the end of the year while funding is still available. Nick would like a response from WAEE by July 25.

Action Item: Tom will forward Nick’s handout to Board members via email.

Action Item: Glen will speak further with Nick by the end of the week.

Glen and Tom both expressed interest but were unsure about the extent of the commitment they would be able to provide. Betsy also expressed concern about the amount of time this project could eat up. Joey agreed but also highlighted this as an opportunity to get our awards program funded.

Action Item: Betsy and Glen will communicate with Nick that they both and Tom are “maybes” to serve on the committee and want more information on what’s expected.

UNFINISHED BUSINESS

Letter Signing

Action Item: Joey will follow up with all Board members on letter signing for Fall Conference

All Board members present signed the letter of congrats to Kathe.

Fall Conference membership drive

Tom and Joey suggested a discount on the t-shirt and sweatshirt sales for members (i.e. for sweatshirts \$40 for members, \$45 for non-members).

It was decided for this year’s conference, renewing members will get entered into a drawing for a free t-shirt. Lifetime members will get entered into a drawing for a free sweatshirt.

Action Item: Joey will send the sweatshirts graphics to Abbie. Abbie will design the fall membership drive poster and send to Glen to print.

REVIEW OF PAST ACTION ITEMS

Action: Maggie Bishop had shown interest in this project; she will email Scott by mid-March if she has continued interest. – NOT DONE, Betsy will follow up with Scott

Action: Betsy will let Abbie know that she can send out the “invisible” brochures once they are produced to WAEE organizational members. - DONE

Action: Cassie will meet with Abbie to discuss board suggestions and changes of the display board. -DONE

Action: Tom will research pricing for window clings to send to organizational members. - DONE: Tom said windows clings would be \$2-\$2.50 each, we will move forward

Action: Tom will research pricing and styles of foam board stand alones. – DONE, nobody prints on foam boards but Tom looked at plastic boards by Sign Pro, \$11 each, which is cost-prohibitive.

Action: Tom will look into a tri-fold brochure holder, what the cost is and if the additional cost to have WAEE put on it. DONE – pricing is between \$2-\$3.50 each, move forward pending budget.

Action: Tom will type up a new organizational member benefits list. – DONE, will be emailed along with new brochure text.

Action: Glen will look into starting and creating a short video that could be used to promote WAEE and the WAEE conference. – Glen has a format and idea and would like to show it at the fall conference “WAEE: we’re everywhere you are.” A few action clips and a series of stills completed by Sept 20 in DVD format.

The board decided that the need a new policy for dealing with conference fees and registration for keynotes, presenters, and WAEE board members. Board agrees that keynotes should get into conference for free. The board is still unsure about presenters and what to do for registration and other costs. Some ideas were to let presenters in for free, another idea was to let them in for no fee if presenting, but they would be responsible to pay for registration if they would like to attend the workshop or that presenters pay for workshop, but get a free WAEE membership for presenting.

Action: Abbie will research other organizations in Wisconsin (SWEIO, WSST, ANCA, WI Charter School Conference), Minnesota, Illinois, Iowa and Michigan that have conferences that are similar in size as WEAA’s conferences and look into how they budget for the cost of [registration, food and lodging](#), presenters, exhibitors, keynotes, [committee members and Board members](#). – IN PROGRESS

Action: Abbie check members to see if there is enough information to know how long members have been with WAEE. - UNKNOWN

Action: Betsy will send the revised member letter to the board to be reviewed. She will have it sent out by the end of March. – DONE

Action: Tom will make final revisions on the membership forms and then it will send the final version to Abbie and Sunshine, so they can be posted. - DONE

Action: Board members volunteered to complete the other needs and report to Sunshine as soon as possible:

Abbie will complete #1-getting Sunshine information on past conferences. - UNKNOWN

Betsy will complete #2-take photos of board members. DONE-

John will complete #8-updated information on [2009](#) winter workshop dates. – NOT DONE –

Kathy will follow up with John on 2009 dates.

Joey will complete #3 and #9. - DONE

Action: Betsy will inform Sunshine that she can go ahead and work on the virtual office. – DONE, but Betsy will follow up with Sunshine on reinstating the virtual office

Action: Betsy will email Sunshine and let her know that she only needs to have the last 6 months of newsletters posted on the website. – DONE, but they don’t appear so Betsy will follow up

Action: Betsy will follow up with Maggie this week and inform the board by next week to let them know if they should look for other board member possibilities and bios. – DONE

BY TOM

Action: Joey will add an in-kind donation to the budget to keep track of the hotels friendly donations. – IN PROGRESS

Action: Joey will email an updated budget report for the Fall Conference to the board members. – NOT DONE

Action: Tom, Cassie and Glen will start researching locations of interest for the 2009 Fall Conference. They will have perspectives of potential sites and chairs by the next board meeting, June 29th, 2008. – DONE EXCEPT FOR CHAIR

Action: Joey will coordinate fall conference information and envelopes with labels ready by the next board meeting, June 29th, 2008. The letters will be passed around to board members and if anyone on the board knows the members they will add a personal note to their mailing. – DECIDED NOT TO DO THIS

Action: Abbie will look at expired organizational and individual members and cross-reference them to see if they are also on the fall conference list. UNKNOWN

Action: Betsy will add fall conference letters and envelopes to the next meeting agenda. – DONE, BUT THEN DROPPED

Action: Everyone be sure to send out membership drive letters. DROPPED

Action: Glen will contact John Munson, organizer of spring adventure workshop, to discuss the workshop. - DONE

Action: Amy will give Glen the WAEE poster, so Glen can then give the poster to John Munson for the spring adventure workshop. - DONE

Action: The spring adventure workshop is the deadline for Abbie to have the display board ready. -DONE

Action: The management team will budget money for board members to attend conferences.- DONE

Action: Joey will get Glen Fall Conference flyers to give to John Munson to put at the spring adventure workshop. NOT DONE

Action: Tom will contact printing and design to have the mission changed on the existing brochure to have the new mission. Tom will also have printing and design print either 500 brochures as long as it is not more than \$300. - DONE

Action: Tom will send out text of the brochure so the board will have the opportunity to make changes. Tom will then email it to Joey for her team to get started on re-designing the brochure. New brochures will be completed and printed by the fall conference. – NOT DONE, WILL BE DONE BY JULY 25

Action: Abbie will contact Rebecca to get older pictures of Gaylord Nelson and others that participated in WAEE events. –NOT DONE, KATHY WILL FOLLOW UP WITH ABBIE ON JULY 21

Action: Amy's contacting WEEF to get an estimate on how much it costs to have full-colored brochures printed. – TOM WILL DO AND JOEY DID AS WELL.

Action: Ruth Ann will look into getting new signature cards for WAEE accounts. - DONE

Action: Ruth Ann will also look into audit reports and who has them. - UNKNOWN

Action: Betsy will update liaison lists and email them to the board. – IN PROGRESS

Action: Amy will speak with Kathe Crowley Conn to see if she would want to join the WEEB board and Amy would nominate her. - DONE

Action: Betsy will speak with Rebecca to see if she is interested in being on the WEEB board. - DONE

Action: John will speak to Sally about wanting to be on the board; he will only speak with Sally if Kathe or Rebecca do not want to be nominated. - DONE

Action: Betsy will double check with Abbie that she sent thank you cards and membership information to SECC contributors. - DONE

Action: Betsy will check with Rebecca to see if she obtained picture of Dave Engleson on the bench. - UNKNOWN

Action: Abbie will follow up with students to make sure that the student board members are recruiting for the next term. - DONE

Action: Glen will CC: Cassie on the Spring Adventure Workshop. It would be great to have student representation at the workshop. John may volunteer to be a representative for the workshop. - DONE

Action: Betsy will follow up with Sunshine on the website board meeting calendar to change the Fall Conference location from Stevens Point to Milwaukee. - DONE

ADJOURNMENT

Tom motioned to adjourn; Glen seconded. Meeting was adjourned at 2:05 pm.