

WAAE Board of Directors Meeting Minutes

Date: 15 August 1998
Place: Central Wisconsin Environmental Station
Amherst Jct., WI
Time: 9:00 am

Board Members Present: Sterling Strathe, Paul Wozniak, Laura Felda, Nancy Piraino, Pat Marinac, Libby McCann

Others Present: Abbey Ruskey

Board Members Absent: Christine Turnbull, Stan Gruzynski, John Haley, Matt Toavs, Jim Bucholz

I. The WAAE Board of Directors Meeting was called to order at 9:20 am by Sterling Strathe, Chairperson. Pat Marinac agreed to record minutes for the meeting.

II. **Minutes** were approved.

Treasurer's Report: Ginny Carlton has been on vacation and no treasurer's report was submitted. Request that Ginny please append a current financial report to these minutes when they are sent out.

III. **Chair's Report:** Sterling reported:

- receiving numerous requests for conference information and exhibitor information. Ginny has replied.
- the new computer is in the office and connected to the university's network.
- a financial management program will be purchased and installed so that the current fiscal year accounts can be set up.
- accounting with the UW still needs to be set up.
- in response to his newsletter article, Sterling heard from interested members Cindy Halter, Cindy Mueller and Jerry Mullens concerning their interest in becoming more involved in organization activities.

IV. **EE2000:** Libby requested that the agenda be rearranged to allow for discussion of EE2000 at this point. She expressed concerns regarding the board's decision not to send anyone to the NAAEE conference in Atlanta in September. She emphasized that it is the board's responsibility to get the word out to individuals who can continue EE2000 projects. Libby also questioned the decision to use grant funds to support (registration, room & board) the participation of two representatives from Puerto Rico at our fall conference. Decisions to re-appropriate grant funds in this way need to be approved by EE2000.

Nancy Piraino responded to Libby by explaining that the board considered two things in making this decision: (1) the timing of the conference was bad for everyone contacted. The window to fill the spots at the EE2000 workshop was very short. Everyone agreed that a better strategy to outreach to other potential participants is needed. (2) the board recognizes a strong need to focus on board development. We are still processing information gathered in San Diego in March and need to

continue this. In addition, initiatives are in place (media campaign) that the board is committed to follow through on. Perhaps our energies are best focused 'at home' till these aspects of our involvement are satisfied.

Libby requested that NEEAP be informed of the rationale for the decision we made not to attend the workshop. It is always important to let funders know how/why their dollars are being used. Nancy Piraino volunteered to write a letter explaining these things.

V. **Committee Reports**

Management: Pat M. handed out copies of expense vouchers for all board members to use when requesting reimbursement from WAEE. *Members should no longer submit requests without using this form.* It will aid Ginny in bookkeeping and records.

WAEE financial accounts will be moved to campus with Randy Champeau as supervisor of the accounts. Sterling will be responsible for this occurring.

Elections: David Eagan is doing elections. Due to incomplete communication from the board, he was not furnished very comprehensible materials with which to undertake this task. This raises a very important issue – that communication between board members, committee members and the WAEE office needs to be thorough, timely, and complete. We must never assume that the person on the receiving end of information and materials has even close to 'the whole story'!

Membership: Nancy Piraino reported that there would be a new member mixer at the Fall Conference on Saturday. All board members are *strongly encouraged* to attend. T-shirts will be given to all attending new members.

Networking: Clarification of the Networking Committee's responsibilities concerning displaying WAEE information at professional conferences was provided. There is some confusion about overlap with the ad hoc Communications Committee. Committee descriptions should be clarified and refined. Reference to the strategic plan will assist with this. The Networking Committee needs a chairperson.

Finance: Committee budgets need to be re-evaluated. All committee chairs need to take a close look at projected needs so that the budget process can move forward.

Creative Input: No report. The Board discussed a proposed revised approach to this committee. It has been suggested that interested C.I. Committee members be integrated into other functioning committees and groups. The Creative Input Committee should be asked for input to the new member mixer.

Ad hoc Communications Committee:

A lengthy discussion was held concerning the proposed plans presented by the communications committee (Paul Wozniak, Stan Gruzynski, Laura Felda, Abbey Ruskey, Christine Turnbull).

Components of the proposed media campaign include: production of a brochure, literature distribution, news media (releases and media visits), and legislative briefings. A tentative timeline looks like this: Sep: draft review of brochure (to all board members), printing; Oct: distribution at WAEE conference and by mail; Nov: news releases; Dec./Jan/Feb: media visits (by Stan G., Bill Berry, and Paul W); Feb: legislative briefing for aides; Mar./Apr: media visits.

Anticipated funding available includes: \$10,000 (TIDES), \$3700 NEEAP. Stan and Bill Berry will also solicit matching funds. Professional services are being provided by “Insight” Creative Services Co., Green Bay.

Board members expressed the need for review of: the draft brochure (the narrative needs attention); the potential distribution list; a detailed budget and accounting of actual dollars available.

Motion (Nancy Piraino/Pat Marinac): The ad hoc committee should continue development of the brochure publication, distribution plans and media visits following their proposed timeline with a total financial limit of \$14,500. *Approved unanimously.*

Motion (Nancy Piraino/Pat Marinac): The ad hoc committee should pursue the development of a logo design for WAEE to accompany the PR campaign. Funds for the logo development will come from WAEE general funds and will not exceed \$550. *Approved unanimously*

The Board will have final selection responsibility for the logo design. Paul will forward to all board members an updated draft of the brochure, a selection of logo designs, and a detailed accounting of expenses.

VI. Conferences:

Fall Conference: Oct 16-18, 1998. Lion’s Camp. Rosholt. Pat Arndt, chair.

Laura reported that everything is going well. The flyer is at the printer and will be out this week.

Sessions came in late, but are good now. Field trips and workshops will be held on Friday.

Entertainment for Friday is LJ Booth. Saturday is not finalized yet. Libby presented information concerning the steel drum band. Their cost is high. She will contact Burnt Toast & Jam and report back to Pat A. at the end of the week.

Winter Workshop: Jan. 22-24, 1999. Treehaven. Susan Gilchrist and Janet Hutchens will co-chair. Report was forwarded to all members prior to the board meeting. Ideas for a keynote presenter should be forwarded to Susan and Janet.

Fall Conference: Oct. 1999. Nancy P. contacted Margie Winter to explore the Fond du Lac area for potential sites. Ramada Inn has sent information. Additional sites are being investigated. Sterling mentioned the Baptist Assembly site at Green Lake. Many people have reported positive experiences with this site. Additionally, it offers a more ‘natural’ setting. A decision will hopefully be made prior to Fall Conference so that dates and place can be advertised .

VII. Old Business

EE News: Sterling reported on a conference phone call with Cathy Cliff, Carrie Morgan and Laurel Steffen to further discuss the proposal to incorporate **The Bulletin** into **EE News**. Cost to produce and mail **The Bulletin**, currently, is about \$2000-2500 per year.

Motion: (Nancy Piraino/Pat Marinac) WAEE will contract with the DNR for two pages in **EE News** at a cost of \$2000 for four issues per year for a trial period of one year. *Approved unanimously*

This agreement will begin with the Winter Issue. Deadline for articles is September 10.

Puerto Rico Exchange: No word has been received responding to our offer of sponsoring attendees to our conference.

VIII. New Business:

WEEB: Pat reported that the WEEB held a two day planning meeting in July. Priorities for the year include: the continued Grants Program, enhancing communication regarding EE and the WEEB, seeking funding for EE initiatives. The WEEB will meet Friday, October 16, at the Fall Conference, Lion's Camp, Rosholt. Please stop for awhile during the day if you have the opportunity.

Board Member Appointment:

Motion (Pat Marinac / Nancy Piraino): To appoint Cindy Halter to fill a vacant position on the Board. The term of this position is 1998-2000. *Approved.*

Board Development Session: Because of the length of the meeting, the board development activities scheduled for today will be postponed. Nancy handed out worksheets for all board members to review prior to our next meeting. Discussion was held and resulted in agreement that a meeting should be held to deal *exclusively* with board development activities. We will meet on Saturday, Oct. 3, 9:00 am – 1:00 pm at Central WI Environmental Station to begin these activities. All board members, please complete page one of the worksheet: "What are the responsibilities of Board Members?" prior to that time.

EE Standards: The organization was given the opportunity to advance purchase copies of the standards for \$.50/copy. Recommends WAEE purchase 150 copies for distribution to fall conference participants.

Motion: (Pat Marinac/Paul Wozniak): That WAEE purchase 300 copies of the EE Standards at a cost of \$150. *Approved unanimously.*

The Bulletin: The deadline for the Winter Issue is Sep.10. Articles must be submitted to Ginny by **SEP 4** so that she can compile them and get them to Carrie.

Winter Workshop – Susan G/Janet H.

Committee Involvement – Nancy Piraino

Spring Adventure Workshop – Sterling

Outgoing Chair's Letter – Sterling

Renewal information – Ginny

Update on Communications Project – Paul Wozniak

General Membership Meeting: Saturday, October 17. Fall Conference. Lion's Camp, Rosholt. 12:30 – 1 am. Sterling will prepare agenda to include in conference packet.

Board Meeting: Sunday, October 18. Fall Conference. Lion's Camp, Rosholt. **7:00 am**

IX. **Adjourn:** *Motion* (Paul Wozniak / Nancy Piraino): To adjourn. *Approved unanimously.*

X. 3:00 pm.

Rolling Agenda Items:

Respectfully Submitted,

Pat Marinac