

**WAEE Sept Board Meeting**  
MacKenzie Environmental Center, Poynette  
September 20, 2008

The meeting was called to order by Madam Chairperson Betsy Parker at 10:10 am.

**Present:** Tom Quinn, Betsy Parker, Ruth Ann Lee, Abbie Enlund, John Heusinkveld, Amy Workman, Molly McKay, Amanda Pohlod

**Absent:** Glen Reindl, Kathy Sill, Maggie Bishop, Joella Zoher

Introductions were made for the new Student Board members Molly and Amanda, who gave brief overviews of their backgrounds.

**I. Review Of Minutes**

Board members reviewed minutes from July 19, 2008. Betsy, Ruth Ann and Tom made corrections.

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

**II. Committee Reports**

**MANAGEMENT**

**MEEC \$:** Betsy reviewed the source of the MEEC funds for the new Student Board members (in summary, half is to be invested and half is to be spent on some immediate projects.) We reviewed the list of MEEC \$ Funded Projects.

**New Brochure:** Tom was not sure of the cost of the design, but thought the amount was fine.

**Outreach:** Abbie reported no one responded to her email offer to attend the Living Green conference, but a participant told her after it wouldn't have been an appropriate setting for WAEE to be represented at anyway (mostly contractors, not educators). Abbie suggested recruiting students who already attend NAI or NAAEE conferences to bring the WAEE display and staff the exhibit table in exchange for covering part of the cost to attend and travel expenses. EENA already pays for students to attend NAI conferences, as well as travel expenses, so Amanda suggested WAEE could give a scholarship to cover lodging and food. Tom suggested a student Board member attend to represent WAEE. Betsy suggested we come up with a general policy to prioritize which conferences WAEE should be represented at, find out what the cost is and if the current allocation of MEEC budget is sufficient to cover this cost. John suggested having a sign up sheet at the Fall Conference; Abbie said mention the opportunity at the Student Board meeting. Abbie would like to see WAEE at NAAEE and the IL state conference.

**Action Item:** John, Betsy and Abbie will form a subcommittee to prioritize which conferences WAEE should be represented at, find out what the cost is and if the current allocation of MEEC budget is sufficient to cover it. **Deadline to complete this action:** end of September

Fall Conf Educator Stipends: Abbie inquired if we are covering just the cost of registration; Betsy said yes but we're not sure how much we have to cover this year's fall conference. Betsy said WAEE Board members are eligible to apply for this stipend, either ahead of registering for the conference for a reduced rate or as a reimbursement.

**Action Item:** Betsy will figure out how much money we have toward Educator stipends for this year's Fall Conference.

Keynote stipends for Fall Conference & WW: Sufficient

Awards: Tom suggested the \$500 be evenly distributed amongst all award recipients regardless of the number of award winners, meaning the individual amounts distributed would be more in some years or less than other years. Betsy said after talking to Clayton Russell (who ran the awards program for many years) she recommends that the money be given only educators, people who really need the money because they pay out of pocket for EE projects. Betsy also said we should make clear where the money came from and that it is available on a temporary basis. Discussion followed on how much money should be given out and to which categories for awards. Abbie, John and Ruth Ann all commented this would be a good recruitment tool for members as a member benefit. We approached WEEB to fund the awards program; they said no. We have not approached WEEF yet to fund the awards program but John commented it would be a perfect fit, perhaps under an MOU. Abbie and Amy commented it is weird to ask WEEF for money since WAEE just gave them money, but Betsy commented that it looks good all around for WAEE to support WEEF financially in its infancy and WEEF to support WAEE's awards program. Tom said he will announce during the awards ceremony the source of funds for this year, and Abbie suggested trying to recruit members to help with soliciting awards program donors in future years. Ruth Ann said if we have individually sponsored awards [in the future](#) we should come up with a list of sponsor benefits at different donation levels.

**Action Item:** Tom will decide on an amount to distribute per award for this year's Fall Conference and submit it for Board approval.

EE in Wisconsin Assistance: Betsy spoke to Sunshine and her impression was Sunshine didn't need any financial assistance, so the \$1,200 may not be necessary (earmarked [from the MEEC money](#) to fund a support staff for Sunshine in the setup process.) Abbie concurred that Sunshine doesn't appear to need additional staff.

**Action Item:** Betsy will ask Sunshine if she needs help with the EE in Wisconsin website and in what form the help should come (financial, staff, resources, etc).

Advocacy Advisor:

**Action Item:** Betsy will meet with Michael Blumenfeld to determine a reasonable pay rate if WAEE were going to hire him to be a legislative consultant over the next 5 years and ask what services could WAEE get for \$1200/year ([as is earmarked from the MEEC money](#))?

Legislative Action Day and Stipends: Betsy participated in an arts legislative action day and spoke with the woman who organized it (cost was \$10-\$20 and breakfast/lunch were included). Organizing this day included recruiting people to talk with the legislators, setting up the appointments, and creating talking points sheets. Ruth Ann said that the League of Conservation voters does a Conservation Lobby Day which is similar. Betsy thought the \$2,000 could be start up money for a one-time deal big event.

Abbie participated in a [Legislative Coordination Collaboration meeting](#) with Ginny Carlton (WEEB) and Jessie Hainey (WEEF) to coordinate how to respond to calls for action passed on from NAAEE (WAE is an affiliate member). Currently most updates are in reference to No Child Left Inside.

A discussion as to what qualifies as advocacy followed and whether or not forwarding an action alert from NAAEE counts as direct advocacy. Betsy clarified that it is not a matter of WAE Bylaws, it is a requirement of a 501©(3) non profit that no more than a certain portion of the organization's budget can be spent on advocacy.

**Action Item:** Abbie will follow up with Jessie and Ginny to see if they would be interested and able to partner to organize a Legislative Action Day.

**Action Item:** Abbie, Jessie, Ginny, and Betsy will meet with Ann Katz from Arts Wisconsin to get an idea of how they run their event

Tom said we should save this money and coordinate with the next fall conference held in Madison, and add a Legislative Action Day as an additional conference day.

## FINANCE

Ruth brought student Board members up to speed on the status of the WAE audit (clean for the last fiscal year) and reviewed her committee report. One recommended action was for Board members to review the organization's transactions. A prerequisite to Board member review is getting an online banking account setup with varying levels of access.

**Action Item:** Abbie will setup online access to WAE's existing checking and savings accounts with Citizens Bank in Stevens Point. Abbie, Ruth, Betsy and Tom will get a password to make transactions and obtain a restricted access password for Board members to review.

**Motion:** Amy made a motion to direct Abbie to close WAE's current money market account (\$1,533.50) and deposit it to the existing savings account at Citizens Bank. Motion was seconded by Ruth Ann and passed unanimously.

**Motion:** Ruth Ann made a motion to direct Abbie to create an additional savings account at Citizens Bank for the additional money earned through MEEC. John seconded. Motion passed unanimously.

Abbie reported that this quarter's balance sheet is in the negative because the University found several old MEEC expenses and charged WAEE ~\$4,800 this quarter.

**Action Item:** Abbie and Ruth Ann will reassess the working budget structure to ensure that sufficient money exists in the checking account to cover the cost of general operating funds and the designated list of MEEC projects. The results of their meeting will determine how much of the money is transferred from the checking account to the new MEEC savings account.

## LIAISONSHIPS

Betsy reviewed the development of WAEE liaisons for the new Student Board members.

Reports: Tom contacted Terry Parker from MREA and got no response; Tom also contacted Jim Buchholz from the Conservation Hall of Fame but there is nothing to report.

**Action Item:** Betsy will submit her written liaison report from WEEB to Amy to include in the minutes (below).

WEEB Update: Betsy attended the WEEB meeting July 25, 2008.

*WEEB Leadership Committee:* The WEEB Board is very pleased we are supporting the Leadership Committee but the money Nick spoke of (at the July WAEE Board meeting) is a one-time grant to get the Committee started. So funding our Awards program through this venue is not a sustainable option.

*Awards:* Though the WEEB used to have a special preliminary voice in the where a portion of the grant money could be allocated (pre-proposal funds), they no longer have that policy in place so, although they expressed great interest in supporting our Awards program, the support comes "in spirit", not financially. Their suggestion is to tap the WEEF for long-term financial support. If nothing else, the WEEF may be able to help secure sponsors for the program.

*EE Goals for 2010:* The WEEB would like WAEE - through the Board and the Membership - to help in creating the next set of EE Goals. I offered the suggestion that as we contemplate surveying our membership, they may want to add a few questions of their own. More to come on that when they are closer to actually revisiting the Goals.

\*\*Due to time constraints, the agenda was revised.\*\*

## CONFERENCE & WORKSHOPS

Abbie reported that 200 copies of the Wisconsin Land Legacy Report are being donated to the Fall Conference by John Pollman of the DNR as a take home gift for all participants. Betsy reported on fall conference on behalf of Joey (via her written report). All Board members are asked to: purchase a sweatshirt and wear it at the conference, distribute registration packets and forms, recruit additional exhibitors, sell Taste of Milwaukee tickets (\$10 each), create the Annual Report, run the Annual Member Meeting, sing at Gomeroke, obtain auction items, set up the auction, and tell the Foghorn Leghorn legacy.

**Action Item:** Abbie will obtain a dinner gift certificate for the Fall Conference committee.

**Action Item:** Abbie will notify all organizational members that they can exhibit at the conference for free.

**Action Item:** Abbie will ask all organizational members to provide an item for the auction.

**Action Item:** Betsy will ask Joey to clarify the decision to charge for Taste of Milwaukee and if the Annual Member Meeting is in the same room as Taste of Milwaukee.

**Action Item:** All Board members should create and donate a basket from their respective organizations for the auction.

Tom will run the awards ceremony with Jeremy Solin on Friday night (October 31), 6-7 pm.

John may not be able to attend the Fall Conference due to a work conflict.

**Annual Member Meeting:** There was discussion on the theme of the meeting. Those present decided on wearing the conference sweatshirts, introducing ourselves and the committee chairs, giving brief oral reports, and preparing and posting three copies of the annual report. After the oral reports WAEE Board members will sit at tables with candy and the members have to answer a question to get the candy (trick or treat). This will enable members to interact with Board members and get feedback. Abbie suggested doing the tables by committee; Tom suggested doing three tables: "Advocacy" (Betsy & Ruth Ann), "Networking" (Amy & Glen & Joey/John), and "Recognition" (Tom & Amanda & Molly). Board members will hand out raffle tickets for door prize drawings at dinner; winners must be present to win at the Annual Member meeting drawing. Board members will hand out BOD nomination forms and pens when Betsy is talking about elections.

**Action Item:** Abbie will purchase three different types of candy for the 3 tables.

**Action Item:** Abbie will check into outdoor stores (Cabelas, REI, Gander Mountain, etc) to see if they will donate or purchase gift certificates to these stores for door prizes.

**Action Item:** Amy will come up with 2 questions per table and submit for Board approval.

**Fall 2009 Conference updates:** Will be held in Eau Claire. Conference committee is Tom, Glen, Abbie, Beaver Creek Reserve staff members (TBD), Ice Age Trail representatives (TBD), and Karen Wise. Conference will **not** be the last weekend in October, (**not competing with** WEAC and Halloween. Discussion came up again as to which weekend the 2010 conference should be held; Amy will make this a conference table question. No theme has been determined yet.

**New Policy for Conference Fees for presenters, exhibitors and keynotes:** Abbie did research on this on other conferences. In all states, unless a special recruitment effort was made for a particular speaker (i.e. keynote), presenters always paid for the conference. Keynotes have paid for lodging and meals at WAEE and most other conferences.

Keynotes get paid. Presenters should have to pay registration. Exhibitors pay to exhibit but get two registrations free.

**Action Item:** John will write a draft policy to be discussed and approved at the next Board meeting.

Abbie wrote up and hand delivered a general description blurb on past conferences for Sunshine to post on the website. Abbie and Ruth Ann are revamping Quickbooks to be able to label specific sources of income and correlate to cost.

Winter Workshop 2009: Ruth Ann and Molly will be on the Winter Workshop committee. Molly said EENA would be willing to run the Ice Breakers and Winter Olympics again. Betsy suggested Chris Heeder as a keynote.

Winter Workshop 2010: John reported that major renovations to Treehaven's dining hall and dormitories will be taking place for almost nine months, spanning the time of Winter Workshop 2010. [MacKenzie EC and CWES are potential host sites for the Winter Workshop.](#)

## MEMBERSHIP

New Brochure: Graphic artist that Joey knows will have a design for us to review by Sept. 31, 2008. We'll print as many as can be accommodated by the budget.

Amy distributed a written committee report and reviewed progress on the Member Outing Planning Guide. A discussion of member outings followed which was tabled until after Glen's survey is complete. Results of the survey will be the spring board for discussions on future member outings.

**Action Item:** Glen will create a member survey of member outings in Survey Monkey format to be approved by the Board.

NETWORKING/ADVOCACY: No report

## STUDENT REPORT

Betsy gave a review of student board member responsibilities and status of past projects by Cassie and Hilary. The most pressing need would be completing the list of college student organizations that have environmental education or natural resource/outdoor recreation majors to serve as networking contacts for WAEE student members. This would be useful for advertising the availability of school year student Board member openings and for recruiting student members.

**Action Item:** Abbie will send Molly and Amanda the list of current student members.

**Action Item:** Molly will contact Joey to set a time and place for the Student meeting.

## NEW BUSINESS

*Annual Report*

**Action Item:** Board members will submit specific sections (noted below) to Betsy by October 15, 2008.

Tom – Awards, Fall Conference 09

Molly and Amanda – Students

Betsy – Networking, Website, Elections, Charts

Amy – Membership

Ruth Ann - Financial Statement

*BOD Candidates:* Deadline for candidate applications is November 1, 2008, but has been extended to November 15, 2008, to allow for candidate recruitment at the fall conference. Including vacancies by Board members who have not met the minimum Board member requirements, we will have to fill 2 one year terms and 3 three year terms. We decided as a Board to advertise the 3 three-year term openings for terms ending for Joey, John and Amy but not the 1-year term refills.

**Action Item:** Amy will write a letter to be signed by Betsy and John notifying Maggie that we will be recruiting a new Board member to fill the remaining year of her term.

Potential candidates for the BOD positions positions: Michelle Nichols, Karla Lockman, Harvey Hayden, and Nick Hylla.

**Action Item:** John will contact Michelle, Abbie will contact Karla, and Amanda will contact Harvey to invite them to apply for a 3-year term on the Board. If they decline the 3-year term ask their willingness to fill in a 1-year term.

*Forestry Summit:* Betsy asked if anyone would be available to attend the Sustainable Forestry Education Summit in Baraboo on October 8. John said he might be able to attend and represent WAEE and Treehaven.

**Action Item:** John will check his schedule to see if he can attend ;-)

*Card for Kathy:* All Board members signed it.

**Action Item:** Abbie will mail the card to Kathy.

#### UNFINISHED BUSINESS

*MEEC Liaison:* Jeremy Solin said that he would be willing to serve in this capacity if the Board appointed him. After discussion, it was determined that Abbie will serve as the official MEEC Liaison and Jeremy will serve as a consultant for questions Abbie needs more information to answer.

*Calendar:* Board meeting at the Fall Conference on Saturday, November 1st.

*Review of Past Action Items:*

**Action Items from July 19<sup>th</sup> 2008 Meeting**

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

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

**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 WAEE's website or in the monthly newsletter. – Betsy contacted him but we missed the deadline; we should do this again next year. **Betsy will add the NAAEE Board Nomination deadline to the Google calendar**

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

**Action Item:** Board members will make suggestions to Abbie of additional potential conference funders by August 1. – NOT DONE

**Action Item:** Abbie will contact those additional funders. -NA

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

**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. - DONE

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

**Action Item:** Glen will create a new member survey and email to all Board members for further input. – NOT DONE

**Action Item:** Tom will convert Tom's survey to a Survey Monkey format. -NA

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

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

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

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

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

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

**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. - DONE

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

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

**Action Item:** Tom will forward Nick's handout to Board members via email. - DONE

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

**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. - DONE

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

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

## **PAST ACTION ITEMS**

**Action:** Maggie Bishop had shown interest in this project; she will email Scott by mid-March if she has continued interest. Betsy will follow up with Scott– DONE

**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. – IN PROGRESS

**Action:** 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.- IN PROGRESS

**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](#). – DONE

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

John will complete #8-updated information on 2009 winter workshop dates. – IN PROGRESS – Kathy will follow up with John on 2009 dates. - DONE

**Action:** Betsy will follow up with Sunshine on reinstating the virtual office – DONE

**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

**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. –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 29<sup>th</sup>, 2008. – DONE EXCEPT FOR CHAIR

**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. NOT DONE – clarification: send conference promotions to the last five years of expired members.

**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. –DONE

**Action:** Abbie will contact Rebecca to get older pictures of Gaylord Nelson and others that participated in WAEE events. DONE

**Action:** Amy's contacting WEEF to get an estimate on how much it costs to have full-colored brochures printed. – DONE

**Action:** Ruth Ann will also look into audit reports and who has them – DONE

**Action:** Betsy will update liaison lists and email them to the board. – DONE

**Action:** Betsy will check with Rebecca to see if she obtained picture of Dave Engleson on the bench. DONE, on website.

Betsy passed around thank you cards for signature to Cassie Bauer and Hilary Bulger for serving on the Board as Student Board members.

## ADJOURNMENT

Ruth Ann motioned to adjourn; Tom seconded. Meeting adjourned at 3:16 pm.