

## **WAAE Board of Directors Minutes**

**Date:** 5 Dec 1998  
**Place:** WI Center for Environmental Education, UW-SP  
**Time:** 10:00 am

**Board Members Present:** Paul Wozniak, Laura Felda, Nancy Piraino, Pat Marinac, Cindy Halter, Randy Bekkers, Stan Gruzynski

**Others Present:** Abby Ruskey (NEEAP), Phyllis Peri (WCEE)

**Board Members Absent:** Christine Turnbull, Sterling Strathe, John Haley

- I. The WAAE Board of Directors Meeting was called to order at 10:15 am by Nancy Piraino, Chairperson-elect. Pat Marinac agreed to record minutes for the meeting.
- II. **Minutes** from the informal discussion held on October 18<sup>th</sup> were approved.

**Treasurer's Report:** Written report submitted by Ginny Carlton. Current with updated figures regarding Fall Conference expenses.

*Motion:* (Laura Felda/Pat Marinac) To accept financial report as submitted. *Passed unanimously.*

### **III. Conferences**

#### **Fall Conference ('98) Report** (Laura Felda):

A wrap-up meeting was held. Many positive comments and input were received. The Lion's Camp was very accommodating and contributed to the success of the conference. WAAE's conference Planner was reviewed will be improved with details and forms and passed on to next year's committee.

#### **Winter Workshop** (Susan Gilchrist):

Written report was emailed to all board members prior to the meeting. A draft of the registration and schedule was shared. Any comments should be shared with either Susan Gilchrist or Janet Hutchens.

#### **Spring Adventure Workshop** (Sterling Strathe):

Group has met to plan program. Brochure will be out in February. Apr 30-May 2 at Wausau School Forest.

#### **Fall Conference ('99)** (Sterling Strathe):

Co-chairs: Sterling Strathe and Scott Johnson. Green Lake Conference Center. Committee meeting in early January. October 15-17, 1999.

**IV. Media piece (Paul Wozniak):**

The 'rack card' design was handed out for members to review. [Note that development of a new logo for WAEE is on hold for now. The process is much more detailed and time demanding than originally thought. The existing WAEE logo will continue to be used for all organization needs.] The poster foldout brochure layout was evaluated. Agreement reached to keep it as it is. Focus groups will be utilized to get observations/feedback. Board members were encouraged to collect feedback. Abby Ruskey (NEEAP) will generate a list of focus questions that can be used with individuals we contact. Data collection form will be sent out by Paul. Comments and edits to the entire media piece must be returned to Paul by Jan. 2, 1999. At that time Paul and Abby will meet to finalize the brochure and send to print.

*Motion* (Cindy Halter/Stan Gruzynski): To accept brochure development with minor modifications that result from public review. *Passed unanimously.*

**V. EE Media Promotion (Stan Gruzynski):**

A written proposal from Bill Berry was submitted and discussed by the Board. Total monetary request is \$7025. (See attachment.) Stan spoke eloquently in support of the need for an outside consultant service. Question was asked – where will the money come from? Pat reminded the board that \$14,500 was appropriated in August for the brochure development, distribution, AND media visits. Without a dollar figure for the first two pieces, it is difficult to know if \$7000+ are available for the media visits.

Stan reinforced the need for a long-term plan that will develop sustainability of the media effort. WEEB funding was suggested as a possible source of dollars to support the media work. Pat explained that a WEEB grant could be written and submitted. This project, since it mirrors efforts that the WEEB has identified as important priorities for itself, could possibly be submitted as a pre-proposal. The communications committee will pursue this option with the WEEB (Rick Koziel, chairperson).

Stan again pointed out the need for the board to endorse (even without full funding at this point) the Berry proposal to allow initial steps to be taken. Cindy requested clarification of what this would mean in terms of personal board member commitment. Stan explained our roles would be to serve as support and resource positions in areas targeted for media development.

*Motion* (Laura Felda/Paul Wozniak): To accept the Bill Berry proposal (with funding from WAEE to \$7025) as submitted. *Passed unanimously.*

**VI. Mercury Cap Campaign Resolution (Nancy Piraino):**

Nancy read to the board a request for WAEE support of a resolution from the WI Environmental Decade. It led to an extensive discussion concerning what the role of WAEE should be in addressing issue-related requests like this one. Views expressed included: "it is not the role of the board to 'take sides'"; "we can do whatever we want, but do we want to have to continually deal with these requests by setting precedence with this?"; "we need to establish a way of doing business that clarifies our position as an educational group"; "we are an educational group, not an advocacy group. We should encourage educational debate and awareness."

Stan will work with Nancy to draft a letter concerning a WAEE 'endorsement policy'.

## **VII. Video tapes**

Video tapes: 'The Loon' and 'The Eagle' have been made available to the organization to use as a fund raiser. The organization has to invest money up front but will then be reimbursed and can sell the tapes. Laura Felda will follow up on this offer.

## **VIII. EE Network (Phyllis Peri):**

Phyllis updated the board concerning the EE Liaison Network and explained the relationship with WAEE. Carol Schulz now coordinates the network.

Any entity that joins the network is given a non-voting membership to WAEE and can send one person to a conference at the membership rate. WAEE receives \$5 of each network membership fee. Pros and cons of this arrangement were discussed. Pros being: WAEE can count these people as members, receives \$5, has a way of getting WAEE info to the schools. Cons include: possible competition ('if I am a liaison, why should I join WAEE?')

*Motion* (Cindy Halter/Laura Felda): To continue existing relationship with the EE Liaison Network in which WAEE receives \$5 for each member. Those members are nonvoting members of WAEE and can send one attendee to WAEE conferences at member rates.

Nancy Piraino and Sterling Strathe will formalize this agreement in a letter and submit it to Phyllis Peri.

## **IX. EE2000 (Abby Ruskey):**

Abby reported on a discussion she had with Sterling concerning continued participation with EE2000. The absence of WAEE at the Leadership Conference in September at NAAEE and not having submitted an EPA grant proposal mean that no seed dollars will be received by the organization this year.

Important questions that the board and NEEAP need to consider include:

- Should WAEE be the organization heading up EE2000 in the state?
- Is the expectation too great?
- If not WAEE, then who? (WEEB, WCEE, DNR??)
- What should the role of WAEE in the state look like?
- Will we participate in the spring 1999 Leadership Clinic (Apr 13-18)?

As an organization, we will still be able to tap into services available through EE2000 and NEEAP. Abby will get an information packet put together and get it out to board members. The Board will need to discuss this topic and have answers and commitments by February.

## **X. Board Development Session (Nancy Piraino):**

Again, the board development session scheduled was not held. The board meeting went beyond the allotted time. Board development is going to have to be scheduled outside of board meetings. Suggestions were made to incorporate both into the upcoming Winter Workshop.

## **XI. Upcoming meetings**

⇒ Both the following will be held at Treehaven, Tomohawk, WI

- Board Development (Nancy Piraino): Friday, Jan. 22, 1999. Noon – 7:00 pm.
- Board Meeting (Sterling Strathe): Sunday, Jan. 24, 1999. 7:00-9:30 am.

### **Parking Lot:**

- ✓ Policy on Board endorsements
- ✓ Awards display in WCEE

### **January Agenda items:**

- ✓ Midwest '99 conference
- ✓ Teaming with Wildlife proposal
- ✓ EE2000 Leadership Conference attendance
- ✓ New board member orientation

Respectfully Submitted,

Pat Marinac  
2 January 1999