

MAEE Board Meeting Minutes

Saturday, January 8, 2011

Audubon Center of the North Woods



Present: Dan Schutte, John Smith, Stefan Theimer, Scott Alsleben, Ben Bishop, Faith Krogstad, Britt Gangeness, Kristi Pursell, Erin Zoellick, Anna Dutke

Absent: Amy Markle and Nicole Pokorney

Approve Agenda

Stefan motioned to approve agenda, Dan seconded, motion passed.

Approve Minutes from November

Anna made a motion to approve the minutes, Kristi seconded. Passed.

Board roles and committees

Stefan reviewed the board roles and responsibilities.

Communications: Stefan wants to help new communications champs to think broadly about communications. He'd like to troubleshoot structure of communications – emails, newsletters, website, other (press releases, announcements) to take some of the communications work off the executive committee while maintaining a strong connection to them. John suggested the communications champion be a role that simply acts as a point of contact between communications workers and the executive committee and thinks big picture. He suggested Stefan for this role since he would be working on the website and training in board members.

Dan will work with Kristi in K-12 membership.

Committees

- President – Britt
- VP – Anna
- Treasurer – Erin
- Secretary – Faith
- Membership – Kristi
 - K-12 membership - Dan
- Events – Nicole
- Communications champion – Stefan
 - Emails – John
 - Newsletters – Scott
 - Website – Stefan
 - Other (press releases, announcements)
- Scholarships – Ben
- Awards – Amy

Dan made a motion to approve Anna as VP, Faith as Secretary, Stefan as communication Champion. Kristi Second. Approved.

Membership Form discussion:

- Box to check: "I am a teacher"
- Boxes worded as the Green Print Categories
- Can we have a separate committee for just K-12? Are we closing ourselves in again to targeting formal educators?

Newsletter & E-Updates discussion

- Need to make sure we don't get stuck with just information coming from Duluth & Twin Cities (need to service rest of state)

Work Plans

Faith suggested a board member pledge that would make responsibilities more explicit and allow members to set goals for other tasks.

Board responsibilities

- Be an MAEE member
- Make a donation to MAEE
- Reach out to new board members
- Attend all board meetings
- Secure at least one auction donation by March 15th

Even better (choose three):

- Recruit 5 new individual members
- Recruit 1 new organizational member
- Write or recruit 1 newsletter article
- Call representative about NCLI
- Seek out one learning opportunity and bring back info to MAEE
- Attend the conference
- Presenting at the conference

Champions should submit work plans to Britt and they will be voted on in March.

Faith will type up the board responsibilities expectations/pledge for next meeting. We will discuss it at the next meeting. Extra tasks should be incorporated into work plans.

Website:

Stefan guided the group through the Wild Apricot web site and constituent relationship management system. Discussion about each board member's responsibility for updating the website.

- VP: Join the board page, board brochure, follow up on everyone else
- Secretary: Board minutes
- Scholarships: Scholarships Page
- Membership: Membership database, organizational members page
- Communications: Membership database – can get mailing labels, contacting people with e-updates
- Treasure: End of Year Report, online registration

NOTE: When updating website, make sure to copy text into a text editor like TextEdit or Notepad before copying text from Word so that you don't bring formats with you.

Electronic File System (Anna)

Anna showed how to use the electronic file system.

Some tips: when editing documents, make sure you resave them before closing. You can edit documents online in your browser or you can download them on to your hard drive and then upload the document again.

Meeting Locations 2011

Discussed having one meeting in the Twin Cities, one in Cloquet, one at Sandstone, and others in North Branch. Anna and Kristi will talk to Audubon. March meeting will be in North Branch.

President's report

Britt encouraged members to pick up the mail if going near Bloomington.

Moving Outdoors in Nature Act (MONA) – requests that states do plans. Amy Kay Kerber recommended MAEE sign the letter, and we did.

NAAEE wants to meet with affiliates re: strategic planning. MAEE's strategic plan will be related to and built on NAAEE's strategic plan.

Conference

Speakers are confirmed (Dr. Moua, Dr. Andre). Some field trip destinations have been determined (high ropes at Eagle Bluff, Cascade Meadows, backyard chickens) although more need to be identified.

Thirteen exhibitors out of 20 slots have shown interest; we will send out a call again. Erin suggested looking into Milkweed Press and asking them to sell books there. Scott suggested looking into farms as field trip destinations.

There is a spreadsheet on Google Docs (don't need to log in) that tracks Silent Auction donations. We each need to contact one organization and fill in information in the spreadsheet. Keep this updated. Jill will write thank you notes to everyone. Jill has a letter people can use, just replace her name with ours and indicate the specific item you'd like. Britt will send everyone the letter. It is necessary to follow up after dropping off a letter (stop by, call, etc). Offer to include business cards, catalogs, etc with the donated item for further organizational promotion. Add organizations to this list you are interested in contacted.

Ben volunteered to think about what materials to have at the conference table and coordinate staffing for the table. Britt distributed a Volunteer Coordinator volunteer position description for the conference. Lauren is interested and Kristi could train her in. IT coordinator volunteer position may be filled by Craig Smith who did it last year. Annual meeting for MAEE will be at 9pm Friday night. Anna, Nicole and Britt will discuss this.

2012 Conference: planning for Itasca State Park. June 21, 22, 23 are potential dates. June 21-22 is Thursday-Friday. People could camp or stay in the lodge. In the past it has been on Friday and Saturday, but it will be a heavy tourist season and we would be competing with them. Discussion about themes: "Re.Create" – using right-brain thinking to enhance learning. Using art and music (Terrance Smith maypole?). Discussion about possible speakers – Anna Gah Cole (EETAP webinar presenter).

Membership

Display will be complete by Jan 15. Stefan would like to clean up the file – needed by March 15 for EPA to print for the conference.

Communications

Scott is aiming for late March for next newsletter. Stefan suggested including poetry or art. Deadline for articles will be mid-Feb.

Acronyms to add to list:

- NEEA: National Environmental Education Act
- MONA: Moving Outdoors in Nature Act

Adjourn

Stefan made a motion to adjourn. Anna seconded. Passed.