



MINUTES MAEE Board Meeting

March 1, 2012 / 6:00-8:00 p.m.

Video Conference Call

Board Members Present: Erin Zoellick, John Smith, Kristi Pursell, Britt Gangeness, Anna Dutke, Stefan Theimer, Dan Schutte, Scott Alsleben, Katie-Lyn Bunney, Nicole Pokorney, Faith Krogstad

Not present: Amy Markle

Quorum present? Yes.

Proceedings:

Meeting called to order at 6:00 pm, Britt Gangeness, President.

Kristi motioned to approve the March 1, 2012 meeting agenda. Anna Seconded. The agenda was approved without amendment.

Consent Agenda

Faith moved the approval of the January meeting minutes to the regular agenda. Anna motioned to approve the following committee reports: executive team, communications, membership, legislative, awards, and David Sobel. Faith Seconded. Consent Agenda was approved.

January Meeting Minutes:

Faith brought up the minutes needed to be revised with the new formatting. Anna will make changes. Discussion about who seconded to approve DNR partnership – it was Kristi. Dan motioned to approve the minutes with the changes. Faith Seconded. Minutes of the January 20, 2012 meeting were amended and approved.

Financial Report by Faith Krogstad

- Faith provided an update on how organizing the finances is going. The bookkeeper will have a 1st quarter report & 2011 actuals for the board at the April meeting.
- Faith has been trying to figure out financial status for MAEE since 2008. Has figured out that we have been losing money, and are down about \$8,000 since 2008. About a 25% loss over the last 3-4 years. Currently examining profit/loss statements to see where/why we are losing money.
- MAEE has to file a 990 form as a nonprofit. The bookkeeper doesn't do them. Looking at options for hiring someone to complete the form as it hasn't been accurate in past. The board discussed options and decided it was in the best interest of MAEE long term to hire someone for this year.
- Reconciled accounts to 2005.
- QuickBook numbers now match the amount of money in the bank.

Strategic Planning

- Review Process & Timeline led by Faith
 - Original timeline had us revealing the plan at the 2012 conference in June. The plan involved having a general idea of strategies after our session with Gordon at the retreat and then sharing the preliminary plan with constituencies in April.
 - However, it was realized at the retreat that we needed to get on the same page of "What is MAEE now" and then move to discussing the future.
- Current Timeline led by Britt

- Faith provided Britt with a strategic planning facilitator guide. This will be used to guide our planning sessions.
- We need to think of short-term goals for next 2-3 years. These goals will guide what we do at the conference and what to do for our members. It will help get everyone on the same page and be used to guide any decision making.
- Tonight's focus: Organizational Strategy
 - Identify the Mission/Vision of MAEE
 - Identify who our competitors are
- Who are we right now:
 - Britt shared the board member survey results. This is under GoogleDocs Strategic Planning Folder/March 1st Board Meeting. See this document for complete results that are only summarized below.
 - Geographic Area Served: Minnesota, Not Other States. It was brought up that we primarily are focused on Twin Cities, Rochester, Duluth, St. Cloud. Dan mentioned some great EE programs are happening in SW Minnesota. It was noted we could do more to reach out to programs throughout MN.
- Customers Served:
 - 145 current members that include classroom teachers, nonformal/informal educators, Naturalist, Government Officials,
 - Noted that we are serving any individual in the EE field even if they are not members through advocacy for EE programming in MN.
 - Members are served through conferences & communications
 - Right now no program that serves general public.
- Services or Programs Offered:
 - All the board members agreed on these services/programs.
 - While MAEE supports legislation, we do not at this time lead or generate policy initiatives.
- Funding Sources:
 - We do not receive public funding or grants at this time.
 - Conference Fees, Membership Fees
- Competitors:
 - Discussion about what other organizations exist in Minnesota that may serve our members. Competitors were classified as Direct (Serve same customers), Substitutable (Meet some needs in a different way), or Resource (Compete for funding, board members).
 - It was brought up that if you are an environmental educator, you often have limited time and money. What do you look for in a conference?
Topic, Cost, Location, Does it sound fun?
 - It was mentioned that EE is interdisciplinary, so teachers can have many different backgrounds and still benefit from conference.
- Strengths of MAEE:
 - Dan mentioned that because we serve a broad group of professionals, we don't have a competitive advantage of serving just one group.
 - Interdisciplinary nature of MAEE was mentioned as a strength (includes professionals from a wide range of organizations)
 - MAEE can take positions on things/advocate – we are the only group who is advocating for EE in Minnesota.
 - Professionalism – Members can network professionally, not just socially.
 - Scope of Mission

What's Next?

- Executive Team Meeting on March, 15th to plan next phase of strategic planning
- Board meeting via conference call on Monday, April 9th from 6-8pm

- The next step will be creating a business plan based on the trends/competitive edge.

Updates/Celebrations:

- John, Katie-Lyn, Adrian, and Erin had conference call regarding communications.
- Stefan updated the website with membership price changes
- Amy ordered the awards

Kristi motioned to adjourn the meeting. John Seconded. Meeting adjourned at 8:00 p.m.

Minutes recorded by Anna Dutke. Minutes were edited and submitted by Secretary, Anna Dutke.