Board of Directors Meeting - MINUTES

When: March 5th 6:30PM-9:00PM

Location:
Children's Country Day School, Mendota Heights

Board Members Present:
Angela Bianco, Katie-Lyn Bunney, Jennifer Elsen, Liz Hasty, Ethan Lewis, Molly Phipps, Kristen Poppleton, Lindsay Raab, Callie Recknagel, Liz Selander, Wendy Tremblay

Present via online video medium: Matti Erpestad
Absent: N/A
Quorum Present? Yes.

!!! NOTE: all items in red are motions passed; all items in orange are things to focus on before the next meeting !!!

6:41 Meeting begins, Approve agenda (motion by Liz Selander, 2nd Matti Erpestad, passed)

6:42 Approve Consent Agenda (motion by Katie-Lyn Bunney, 2nd Lindsay Raab, passed)

6:45 Governance items:
Welcome New board member

- Kristen Poppleton is filling the remainder of a term. Welcome Kristen
- Vote Kristen in to office (motion by Matti Erpestad, 2nd Jennifer Elsen, passed)

6:45 Treasurer's report budget update (Liz Selander)

- Sending out reimbursement checks rom Board Retreat expenses
- Learning the process of being the Treasurer, Quick Books etc.

6:50 Membership

- Wendy reports: February meeting led to creative brainstorming and planning
- Jennifer and Angela updated and personalized
- Jennifer contacted 9 organizational members, received a couple of responses;
    - 1 unaware of lapsed status; another just renewed;
    - Laura Duffey of DNR commented in response to survey that MAEE still "suffers from an image problem" and needs to differentiate itself from MNA with a focus on pre-service educators
- Board response to comments: conversation that we do serve more formal ed than MNA
- Wendy: are we all behind the draft letter?
    - Callie: add info about member benefits

    - Kristen: add info about one good thing we did last year
- Wendy: how to keep the members that we do have? For example, free, more frequent events, like “Hike with MAEE” events one Saturday a month
    - first event at Dodge Nature Center in April
    - invite for Board members to sign up for a month
    - Board brainstorming of event name options and what our vision of the events is
        - idea to start as informal events open to anybody
            - could bring paperwork to recruit potential new members or collect email addresses to contact them later
        - examples of paddling, snowshoeing, climbing, etc.
        - **email name ideas to Wendy**

7:10 March Feast Forward (Lindsay and Katie-Lyn)

- What do we all need to do to make this event a success?
    - More people to sign up! Currently 5 total
- Advertising
    - Up now on Como’s Facebook and Twitter
    - Big draw new giraffe and gorilla babies
    - We could use some of our $100 budget money to boost our posts on Facebook
    - “Behind the scenes” feeding of giraffes
    - **We need to personally invite our friends via Facebook or other media**
- Logistics
    - number of chairs
    - Meal cost considerations
    - Goal for attendees is 30 to 50
    - Katie-Lyn arranging name tags
    - Final count is Wednesday before, but Friday before we can announce on Facebook that walk-ins welcome at 10:30 after meal and possibly charge a smaller amount
- Day-of and other upcoming considerations will be in a document on Google Drive under our Feast Forward folder

7:37 June and October Feast Forwards (Wendy and Matti)

- Wendy: trouble searching for location due to timing (June is wedding season)
- Katie-Lyn: what about doing conference-like workshops in October
    - Molly: what about doing them at MEEC?
    - Is that too much in October?
    - Probably do these at a different time
- Thoughts for June are still in southern Minnesota
    - Wendy writing up a little blurb on June and inquiring at Cascade Meadows and Quarry Hill
- October: idea to either do something at Hawk Ridge or Hartley; the sooner to get dates set the better

7:50 Break

8:06 Strategic Planning (Molly and Callie)

- Goal to get the survey out next week Tuesday
    - Timing out other communication: lapsed member ask end of March, Annual Fund ask mid April
    - Feedback on survey?
- There will be a draft to share at next meeting
- Molly will send a sample copy of the survey before it goes live

8:16 Annual Fund /Fundraising (Molly)

- Goal to send out Annual Fund ask by April 15th, so we'll gather Annual Reports of other orgs in the field by the end of March
- **We each should compile a list of at least 10 people to ask and add them to the list by March 21st's Feast Forward event in Wild Apricot** (use your MAEE account password to sign in)

8:27 Communications - updating the website

- Liz and Callie: Liz in process of updating all info, just missing a couple of bios and they found 2 blank items that are hidden from public--unsure what to do about them
    - One is a forum/chat board, which may be obsolete due to Facebook?
    - Other is a members-only page with private member directory
        - Could this be a membership benefit?
        - Communication will talk about this for next meeting
- Liz updated Facebook and website info on who we are, but this will be possibly needed to change based on our Strategic Plan
- Callie created a LinkedIn account for MAEE
- Molly: what about getting Facebook posts to feed on our website?
    - Callie will try adding it
- Matti: one-page will be on hold until Strategic Plan

8:37 Advocacy

- Liz H met with Jeff and is request the Board's support in speaking on MAEE's behalf to support school funding projects brought up by Jeff Lederman
- Just got a volunteer to join the Advocacy committee
- Kristen: it would be a good idea to draft a solidarity statement with Wisconsin as all funding for EE was cut statewide
    - for example, can post on website, Facebook, send to WAEE and NAAEE
    - Kristen will attempt a draft of the statement

8:46 Adjourn (motion by Kristen Poppleton, 2nd Katie-Lyn Bunney, passed)

Next board meeting is Sunday May 17, 2015 12:00 to 3:00 pm in Duluth

Details to be discussed via email

Matti to figure out a location for the May meeting by mid-April

need a location with WIFI

Angela Bianco may be absent