

MAEE Board Meeting

MINUTES

Wednesday, March 27, 2013 / 6:30-9:00 p.m.

Will Steger Foundation Offices
2801 21st Ave S Suite 110
Minneapolis, MN 55407
612-278-7147



Board Members:

Present: Erin (via chat), Stefan, Callie, John, Molly & Lila, Katie-Lyn, Rachel, Roslye, Jenni, Jill (via chat)

Not present: Shannon

Quorum Present? Yes.

Others Present: Jeff Lederman (MDA Liaison)

Proceedings:

Meeting called to order at 6:41 p.m. by Stefan

Approve Agenda: Motion to approve by Molly, Rachel 2nd, motion carries

Consent Agenda: motion to approve by John, Callie 2nd, motion carries.

- MAEE Website Analytics report (Callie)
 - Tracks how many people visit the site and what they are doing
 - General audience - 56% are returning visitors, 44% new visitors, 687 total visits, 385 separate visitors, avg # 2.3, 2 min on site, most of visitors are from greater metro area
 - Some differences in appearance of site depending on what browser is used
 - Spike in # of visitors after e-update went out
 - 55% coming from searches, 34% direct, 9% referrals, 14% from Facebook
 - Homepage, conference, e-news blog are most visited pages (in that order); visitors to homepage click on conference, e-update, and awards pages most often
 - Can exclude our visits via ISP addresses (so if you are in once place this would work well, if you are on different networks then it doesn't work as well)
 - Data that we are most interested in relate to e-update, blog, conference
 - There is a feature that could send a weekly/monthly report, then we can track changes in usage and try to relate that to our strategies
 - Suggested that we set up an RSS feed so that people can subscribe (we have one set up)
- 2013 Conference Update
 - **For anyone involved in conf. planning, another conference call after Apr. 13th so look for a Doodle poll**
 - Rachel updated/improved conference flyer for distribution, she will forward or put it on Google Drive; Erin will draft form email to use when sharing the flyer
 - **Really need everyone to work hard at getting the word out, shooting for Apr. 1st online registration open**; another option is adding a line or link to your email signature; or add a link/story to organizational website; let Rachel know where you are marketing so that we're not doubling up on contacting people
 - Registration opening Apr. 1st, **let Jill & Erin know if you will not be attending the conference**, board members pay for registration but have a discounted fee, rates posted on website

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- Looking for feedback on: 1. Do we need to offer a paper registration form for those not online? Prefer that people register online and can pay online or by check. 2. CEUs – Jeff will take care of it! ☺ He just needs the number of planned hours. Callie will add that to the registration form.
- **All board members - Please acquire at least 1 silent auction item;** Form letter is online (to request donations) in silent auction folder in Events; 2 items are preferred; There is a donation receipt form in the folder; Can be objects or gift certificates
- Refuge hosting pre-conference workshop on Climate Change; registration through MVR but advertised on our conference page
- Session proposals update – 19 sessions proposed, only enough spots for 16; one of double sessions is outdoors so we could perhaps book 17, sounds like we'll have to turn down at least 2 sessions; **Katie-Lyn's looking for help ranking sessions**, waiting to hear back from Britt to see if there's a rubric; Katie-Lyn will have that to Callie by Sunday for the registration form
- 3 sponsorships: Acorn Naturalists, Conserve School, & MPCA
- Discussion re: proposal from MN Going Green Expo as exhibitors,
 - Cost is \$250 for non-profit, register by 4/15
 - Held at Union Depot one month prior to conference so there is the potential to advertise for our conference (same day as board mtg at Shannon's)
 - Also potential for tying into advocacy efforts; except we don't have those materials ready yet
 - Tabled this topic for now, look further into which conferences will give us the most bang for our bucks; Molly has agreed to try and stop by and see what the vibe is and if it's a good fit for us.
- Board Development – Tracking Volunteer Time
 - Article from Shannon, Stefan will share the article
 - How do you track the volunteer time for your organization; what is it worth in terms of monetary assets?
 - Should we track our board hours? Is there a use for it? Future use?
 - **Individual board members feel free to track their time but not required. We shall not mock you for not tracking.**
- Financial reports
 - **All board members - Vote via email to approve review of 1st quarter financials**
- Work Plans
 - Breakout into smaller groups/committee & share w/group
 - Fall membership event, thank-you/open house hosted by membership committee, followed by spring event for new members
 - **All members - Please sign up in Drive for blog posts!!!**

Motion to adjourn by Katie-Lyn, 2nd by John, motion carried.

Adjourned at 9:01 pm

Minutes recorded by Sarah Shimek. Edited and submitted by Secretary, Sarah Shimek