



Board of Directors Meeting - MINUTES

Minnesota Association for Environmental Education

When: May 19th 6:30PM-9:00PM

Location: Jennifer Parker's house
1598 Murphy Pkwy, Eagan, 55122

NOTE: This agenda is subject to change. Please contact Molly or Wendy if you have any additions or questions.

Present: Liz Hasty, Callie Recknagel, Melissa Tobias, Angela Bianco, Angie Ziobro, Wendy Tremblay, Lindsay Raab, Ethan Lewis, Jenny Parker, Jenna Totz, Maryan Abdinur arrived at 6:45, Molly Phipps arrived at 6:55

Quorum present? Yes.

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

6:37 Meeting begins, Approve agenda. **Motion by Angela Bianco to begin meeting. Angie Ziobro 2nd. Motion passed. Liz Hasty motions to approve agenda. Ethan Lewis 2nd.**

6:39 Approve Consent Agenda (**action**) **Angie Ziobro motions to approve consent agenda, Jenna Totz 2nd.**

- Committee reports (any that need to be pulled from Consent Agenda)
- Approve March meeting minutes **Wendy Tremblay motions to approve March mtg minutes, Lindsay Raab 2nd. Motion passed.**

6:42 E-update: Ethan needs someone to take over e-newsletter in June. He is going to school in Scotland in August. Jenny has offered to take it over in August, she will be in Bali through end of July. Switching to the new platform MailChimp in June? Preset to go out in June ahead of time? Jenna is okay with doing MailChimp. Could Ethan, Jenny and Jenna work before Jenny leaves for Bali on June 21. Possibly separate from the working meeting on June 16. Angie is willing to sub in after June for the e-newsletter.

6:40 Feast Forward review (Wendy) Good feedback! Do we want to do another one? We don't want to lose momentum. Upcoming events- Conference in August, Awards Social open to public in fall. What is our goal with Feast Forwards? (Angela) Social networking. Not really to make money. What about coordinating a get together at an EE event that is already going on, and then inviting people out afterward for a drink. Gallery, speaker... Maybe do this, but also host one like happy hour at Fulton at least once a year (we plan/host). Annual events- example every Arbor Day we do Fulton Feast Forward. We can check SEEK for ideas for events to "sponsor"/participate.

6:54 Conference update (Wendy, Angela Z., Melissa)

Call for presentations closed- got some good ones! Angie will contact presenters by Sunday. Schedule is set as long as no one backs out. Presenters will get a discount code. MAEEBOARDMEMBER is our code to get Board member discount- single room or double room options for board members. People who inquire about single room can get the code. Anyone who is a member or who has donated recently will get a \$15 discount- but how do get the word out to people? Send email to just donors and members with discount code? Can't stack discounts.

Board members should please register ASAP so we can work out kinks now.

Entertainment ideas for Friday night- music. Jenny's son is a DJ- could be entertainment for Friday night. Other ideas? Let committee know. T-shirts- get together this summer to make a bunch- sell them at conference, and possibly on registration website. Buy in bulk from Walgreens or Michaels? Cost more than \$10 ones from Goodwill? They should advertise the conference.

Marketing conference- **Communications committee should come up a plan for the next few months.**

Insurance- Liz says MAEE is all set for the general policy, but still working on conference insurance.

We expect 50-100 people at the conference.

7:07 Outreach at events/conferences (Callie)

Tabling at other events- ideas-

Summer Institute for Climate Change Education- end of June

Hamline Water Works/Rivers Institute - is this a good fit? Maybe not

MNA is November. If we don't table, we need to at least have board members attend (could use MAEE funds to cover)

MEA is in October- would be a good one to table at

NAAEE conference? Could use funds to cover board member cost to attend

Minnesota Non profit- volunteer fairs

Hands on Twin Cities- another way to get volunteers

*Nature preschool conference at Dodge- August- Wendy and Melissa will be there and bring materials

*National Nature Center Directors conference- in Aug. - Jenna will bring materials

*Children & Nature Network next week- Angie is going. She will put MAEE materials out on the shared table.

*These are our priorities for this year. We can look into tabling at a few others.

Many others mentioned.

What is our intention? To make people aware we exist. Network.

We need a tablecloth. We have a trifold board but it needs updating. We have signs. We have a green tablecloth but no logo on it. Tactical advantages to having a tablecloth sign. Let's use the one we have (it's nice) and get it to the printer. **Callie will take care of printing tablecloth before our conference.**

7:21 Contacting past board members (Callie)

Callie assigned current board members to past board member names in list. Feel free to move your name around if you know someone personally. Former board list from annual fund has more up-to-date contact info- **Callie will transfer info over to her list.**

We would like to reestablish some sort of connection- have them get involved in some way- a go-to advisory in a way. Give them an update. Next year is our 25th year anniversary- hopefully we can do a larger gathering/conference with them. Molly idea- History of MAEE session/discussion. Collect photos from the past. Phone call or in-person would be best- with a list of talking points in front of you. Email first to plan a time to meet/talk? Initial contact within the next month- mention that we'd like to see them at conference. What did they do/experience with board? Get response by asking questions. **Go through list and reassign your name/make notes by May 31 (link in Consent Agenda). Bold your name if it's one that you want to contact. Everyone work on making initial contacts by the conference. Callie will put together talking points. Angie will create conference banner for email communication initial contact.**

7:33 Next steps for membership transition (Callie)

We sent out the notice. We have not received any feedback from that email. We need to get legal counsel. Old contact does not have time to help us. He suggested to google search environmental lawyers. Does MN Council for Non Profits have resources? Molly, Wendy, Lindsay have contacted lawyers that they personally know. By-laws are currently unclear. Advice from Wendy's lawyer friend- write the bylaws the way that we want them then have a lawyer review to let us know how we can get there. **Callie will contact MN Council for Non Profits.**

We need to have a contact for legal counsel, regardless. We need to make contact with them at least once a year so we don't lose them. Useful to have a lawyer on the board. In the future, we need to include them in our marketing blasts so they can get more involved and be more aware.

NAAEE affiliate network had some very detailed and good advice for us. See link in Consent Agenda.

Membership/outreach committee work on membership/voting board members in bylaws changes? Executive board's job? NAAEE affiliates that got rid of membership- look on their website for their by-laws. **Exec. Committee will meet to draft changes to bylaws. All board members should contact any lawyers they know personally to see if we can recruit, give the maeeinfo@gmail.com for contact.**

How do we better connect with members/donors? Tabling. Events open to public. Scholarships. Have them more involved in planning conference?

Molly pushing fundraising as of late so we can have more money to do more stuff and reach out to people.

One talking point to have when we do make contact with past board members- what did you do as a board that we are not doing now?

Survey at end of conference- on campus before they leave, or via email? What would you like to see at our conference next year? May want to give options. Don't leave open ended- b/c people will just say what they already know. World Cafe session at conference. Could email active donors why they didn't come to conference.

7:57 Organizational memberships (Lindsay)

Government agencies are not able to donate to MAEE. Non-profits are more comfortable with paying for membership rather than donation.

Only promote events for organizational members? But our goal is connect people to resources.

Possible benefits moving forward- Presence at conference as a presenter or booth? Free table at exhibition hall during our conference. Prioritize/highlight their marketing in our e-updates? Info in conference materials? Logos on website again (new website)? Donor discount rates to conference. Priority collaborations for Feast Forwards, etc.

We need to send an email out to organizational members to let them know what we are offering moving forward and why. We will welcome feedback. **Lindsay will draft message, get board feedback, then send to all current/recent organizational members.**

8:07 Break

8:19 Technology update (Callie)

In preparation for switching over to a new site, we need to put the information that we want to keep in google docs. Callie started a google doc, [link is here](#) and is in Slack. We can work on this at the work group meeting next month. More visuals and less text! Everyone review website and come with ideas for CONTENT to the work group meeting. The new site will likely be WordPress. Other programs such as MailChimp can be easily integrated with WordPress. **Jenna, Callie and Travis will meet within the next few weeks to figure out details.**

8:25 Treasurer's report (Liz)

January 2016 through today from annual fund- income \$742.28, + \$115 not processed yet. Plus about \$600 in individual and org. memberships. Plus other small misc income. Gross profit \$10,975 including DNR payments to teachers. Expenses including DNR payments = \$9,539.71. Net income \$434.56 as of today. Liz went through details of report with the group.

MAEE absorbs PayPal fees, but we are charging to cover the cost. Wendy will look into the conference registration to see if both EventBrite and PayPal are both charging us fees, or if we will have to pay EventBrite after the fact. Wendy will let board know.

2015 taxes clean up work done, Liz needs to send reports to Jillian (bookkeeper) tomorrow

8:30 Fundraising update (Molly)

So far we have about \$840 from annual fund. Molly brought postcards to write thank you notes and handed out. Liz will make a spreadsheet to track donations, we can check and add our names to people we will send thank you notes. Liz will add to MAEE calendar or send an email to give reminder to board members every two weeks to check this list.

All- If you have personal contacts that haven't donated, follow up within the next few weeks.

¼ amount of returned envelopes compared to what we got back last year

Facebook page- annual fund post- Angie will post, Molly will send her what we posted last year

Mississippi Market bag donations- Jenny and Molly will get together sometime to get MAEE on the list

MN Council of Non Profits event coming up- train on how we can utilize smaller donor sources. Molly will be out of town. Anyone else interested in going? MAEE to fund board member to attend. June 28. Let the board know if you're interested.

8:49 [Award ceremony discussion](#) (Liz and Angela B)

Angela and Liz got together and Angela also talked to Amy Kay Kerber to generate ideas. Free event and move away from giving them free conference registration b/c not always fair for all recipients. Social with non alcoholic drinks and appetizers, speaker/author, award winners each get about 20 min to talk in front of the group. Donation box available. Winners could have maybe 5 people to invite, and open it up to MAEE membership/crew. Student recognition as well. We should target organizations to nominate people. Can we reduce burden of nominating someone?

Looking at Sunday Nov. 6 from 2-4 PM at Eastman NC. Committee will move forward with that. Go with larger of the two rooms.

Ideas for actual awards- canoe paddle awards? Bamboo-made?

Promote awards at conference.

Future- maybe have Fulton or Finnegan's donate beer for an event like this. Add raffle.

Scholarships- see link in Consent Agenda. Feedback can be emailed to Liz and Angela. What are we budgeting for this year? Right now we have \$1000 for all three scholarships. \$600= 4 full conference scholarships. \$400 = Educator and Student. Conference- Scholarship code to register for free. July 1 deadline for conference scholarship application.

We should connect with Britt Gangess b/c she ran it a few years ago.

Silent auction at conference. Big items are better for raffles, so they don't go for a small amount..

9:06 Bike rack of projects (Callie)

[Posted on google doc](#) and to Slack - things that we want to work on but don't have time for right now. Tasks for board members and/or volunteers.

Next working meeting is on July 9th, 10-3 PM. We will figure out location via Slack.

9:10 Adjourn (action) Jenny Parker motioned to adjourn the meeting, Wendy Tremblay 2nd. Motion passed.