



Board of Directors Meeting - MINUTES

Minnesota Association for Environmental Education

When: May 17th, 2015 12:00PM - 3:30PM

Location:

Matti Erpestad's house, 1311 East 11th Street, Duluth, MN

Board Members Present:

Katie-Lyn Bunney, Jennifer Elsen, Matti Erpestad, Liz Hasty, Ethan Lewis, Molly Phipps, Kristen Poppleton, Callie Recknagel, Liz Selander, Wendy Tremblay

Present via online video medium: Lindsay Raab

Absent: Angela Bianco, Katie-Lyn Bunney left at 2:40

Quorum Present? Yes

- 12:37 Meeting begins, Approve agenda (motion by Matti Erpestad, 2nd Ethan Lewis, passed)
Approve Consent Agenda (motion Matti Erpestad, 2nd Ethan Lewis, passed)
- Committee reports (any that need to be pulled from Consent Agenda)
 - Also: approve March Meeting minutes (motion Matti Erpestad, 2nd Ethan Lewis, passed)

Motion to amend the agenda

Move Annual Fund/fundraising to the end (motion , 2nd , passed)

12:39 Governance items:

Elections in September, need to recruit new members

-Who is leaving the board? Need to decide in the next month or so if running for re-election--this will be an email conservation

-Next step would be to think: what do we need on the board?

Need to update incomplete Wild Apricot file for members--Callie will help

12:45 Treasurer's report budget update (Liz Selander)

-We're all up-to-date; Feast Forward taken care of

-Treasurer will communicate with appropriate board members to figure out previous

Treasurer's system

12:54 Membership

-Hike with MAEE has low attendance; wondering if it's worth the work to advertise, etc.

-It behoves us to at least send it out to members (Molly)

-Idea of "Hike with MAEE" was to provide a free opportunity to get people outside

(Jennifer), need to develop the idea further

-With many new events being developed this year, we'll try to keep organizing, but keep it low key

- Possibility of creating a Meet Up account as another venue of advertising to a wider audience (Jennifer will look into the account)
- preparation for MEEC: going to include scholarship opportunities available in eUpdate and that we will organize transportation and that MEEC is our professional development
 - need to create a good presence for Minnesota at the conference
 - goal to get 30 people from MN because we get a reduced rate
 - Liz H looking into pricing options for van rental
 - Lindsay and Liz H are committing to going to MEEC and can exhibit MAEE there
 - Katie-Lyn and Liz will communicate with Betsy to find out who from MN is going

1:12 July Feast Forward (Wendy)

- Sunday July 19th at Ney Nature Center (about and an hour SW of Minneapolis)
- Shelley Key Foster and Rebecca (director of Ney), and Caitlin (Yes Coordinator at Ney) are working on ways to advertise and organize
- Theme: Frogs (20th anniversary of finding frog deformities nearby)
- Afternoon event and early dinner (St. Peter COOP for food), live music
- MAEE's role: is to get event up on Event Bright to advertise
- proceeds to be split three ways between the orgs
- info about the Feast Forward will be added to website and the eUpdate
- Wendy will coordinate with the other orgs and send us info

1:21 October Feast Forward (Matti)

- Met with Director of Hartley Nature Center about using the space and it will work; unsure of cost thus far
- Current idea is to have a "expo" sort to introduce what is happening in the EE world in the Duluth area and Northern Minnesota--involving UMD grad and undergrad programs,
- Potential program: bird-banding, visit to Hawk Ridge Center, meal and program at Hartley Nature Center
- Idea of panel during meal on how EE
- Need to further develop the program and look into food and other collaborators
- possible focus on EE in formal education;
 - invite formal ed teachers
 - offer CEUs?
- workshop ideas: 1) Julie Ernst talking on the direction of the field; 2) Project Wet/Wild/Learning Tree (need 6 hours); 3) Kristen could facilitate a workshop on Sunday
 - or Julie as a lunch speaker?
- advertise to/invite Science and Social Studies Teaching students at UMD?
- could be a day long conference format: workshops in the morning, lunch and panel and visits to Hawk Ridge/bird banding in the afternoon
- next steps: solidifying a vision of the event; Matti will send out list of ideas send out to the board

1:45 Fall workshop dates/Collaborating with MN Valley NWR (Wendy, Jennifer)

- possibilities of day after Feast Forward
- MN Valley NWR organizes EE cohort of formal educators
- They host a lot of workshops, but they're seeing a major decline in attendance

- We can help advertise to find partner organizations to host workshops
- Jennifer will connect and provide MAEEinfo email address and in the future we can help, but we have enough on our plate this year

1:55 Break

2:27 Strategic Planning (Molly and Callie)

Committee met at the end of April to go through results of survey (50 responses), which informed the conversation

3 pillars: 1) voice for EE; 2) advocate for EE; 3) connect envtl educators to each other

- we don't need to add to professional development, but rather focus on being an umbrella organization to bring people together

- need to meet with other similar orgs and make sure we're not duplicating the same efforts; instead we wish to work together

- perception of MAEE is that we're a good partner org, we're not *doing* EE but connecting EE people

- how to engage the *whole* EE community and not just new professionals

 - 1) increase and maintain active *participants* (not necessarily members)

- we're exploring the possibilities of *not* being a member org any longer(because of the changing way that people get involved)--but we probably won't implement this until 2016

- 2017--the 25th anniversary--is a time for for thinking through membership or not and reconnecting with past board members

 - plan is to debut big new changes at 2017 conference

- next steps: finalize a draft and plan to share with MAEE membership at July 9th Feast Forward; the finalized draft will be shared and voted on by Board Members before that point

2:49 Communications

- updating the website: Wild Apricot is increasing their fee; are we willing to stay with them?

- with the goal of reaching more people, the difficulty is that Wild Apricot will increase the rate at a certain level of contacts

- within the next year (we just paid for the next year) we should explore the cost of creating a database as well as prices for event registration, etc.

- by next meeting we'll price out different event registration software

- once the Strategic Plan is finalized, we'll prepare a one pager on MAEE and a powerpoint about MAEE (for use at MEEC, for example)

3:03 Advocacy Plan - dealing with requests for signatures and EE school funding

- survey responses indicated that MAEE should be involved in advocacy and legislation

- with Liz's current job, the work day advocacy meetings are not realistic--the seeming want for advocacy and the realities of what that mean are not congruent

- one route would be to ask our interested members if they would receive an "advocacy blast" or an email message to inform about advocacy possibilities

- for now, we will advocate in whatever ways that are possible and realistic (Molly) for us (as educators and not policy people)

3:26 Annual Fund /Fundraising (Molly)

-for duplicate letters or wrong addresses go to Google

Drive-->[Fundraising](#)-->Annual Fund 2015 appeal and highlight the line and write the new address in

-on each letter, write a personal message: put a star/circle name, write "first name, please join me in supporting MAEE, your name" or more personal if you know them well

-goal to get out letters around May 26th

-minimum monthly contribution is \$5/month

-no specific goal in mind, but about a 30% return is a good response rate

-Try to get letters to Molly by Friday May 22nd!

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Announcements:

-ECO experience at State Fair: August 30th/31th or other options

-we made \$8.20 on AmazonSmile in the last 3 months

3:50 Adjourn (motion by Matti Erpestad, 2nd Wendy Tremblay, passed)