



## Board of Directors Meeting - MINUTES

Minnesota Association for Environmental Education

**When:** September 22nd, 6:30-9:00

**Location:** Jenna Totz's house  
3247 NE Garfield Street  
Minneapolis, MN 55418

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

Present: Angela Bianco, Liz Hasty, Wendy Tremblay, Jenna Totz, Callie Recknagel, Melissa Tobias, Mike Mesch, Katelyn Larson

Absent: Angie Ziobro, Molly Phipps, Lindsay Raab, **Jenny Parker (excused absence), Ethan Lewis (excused absence), Maryan Abdinur (unexcused absence)**

Quorum present? Yes.

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

6:30 Meeting begins, Approve agenda (**action**)  
Liz motions to begin meeting at 6:43pm.  
Angela 2nd.

**6:35 Approve Consent Agenda (action)**

- Committee reports (any that need to be pulled from Consent Agenda)
- Approve July meeting minutes

Melissa motions to approve consent agenda.  
Liz 2nd.  
**Non-discrimination policy vs. equity statement.**  
Callie motions to approve July meeting minutes  
Liz seconds.

**6:40 Board changes and election update (Molly and Wendy)**  
Wendy: election will end Sept 30. 40 responses so far (64 members received). One of the new candidates forwarded her board ballot to her co-workers. Wendy needed to look over the google form to check votes. Four incumbents plus four additional candidates for two spots are running.  
Voting in newest members: Katelyn Larson. 6/6 Mike Mesch. 6/6  
Liz motions to elect. Callie seconds.  
Callie motions to elect. Angela seconds.  
Maryan, Ethan, and Jenny have stepped down from the board.

Callie asked Mike and Katelyn to send in bios and pictures.  
Formal orientation will happen when new board members are voted in.  
Committees: where are the deepest needs? Fundraising, communications, events  
We will talk after the meeting about where Katelyn and Mike will fit into committees.

### **6:50 Outreach/Advocacy and Equity committee (Callie)**

One month ago this committee had a meeting. Maybe combine these two committees?  
Membership is transitioning to general outreach so Callie thinks it's even a better fit to combine.  
What is that committee working on? Do they need a new definition?

Outreach: how to get members  
Advocacy: how to get people involved

Angela: New Name: Advocacy and Equity

Liz: Will we still have a membership committee? Will the communications team be in charge of membership events/events?

Wendy: Membership committee was a lot of planning events, keeping up with the database, Have we decided on calling our 'member's, 'supporters'?

Redo committee structure? Liz volunteered to do this. Bring to next board meeting.

There may be documents in google drive to look back at. Not sure if these documents will be helpful. Look at the strategic plan to see where we are headed.

Katelyn and Mike should check out the strategic plan.

### **7:00 Membership and bylaws change (Lindsay)**

Wendy: we need to get the new bylaws ready to vote them in before we don't have new members.

Callie: we will not take any new members after the end of the year. We have information on the website saying that we are transitioning away from membership. Should we take the information off the site before the new site goes live?

We will need to go through the database of members. Get it cleaned up before the new site goes up.

Liz: Lindsay would like someone to go through the membership. There is some confusion with the contacts associated with the DNR. Renewals are still happening when they shouldn't be. Payments are not coming in. Maybe people are donating instead of paying membership. Jenna will work on this at the working meeting with the help of Liz. What doesn't get done in October needs to get done in November.

Bylaws changes document: Liz is concerned about the requirement to be in Environmental Education. She wouldn't qualify if that is the case. Molly is thinking to have a nomination committee rather than have a survey for our members, because we won't have members. Maybe we should change the wording to "work in EE or have an interest in EE."

Callie: we need more clarity about what parts of the bylaws are being changed. We need to take out any part that says 'member.'

Melissa: Have we talked to a lawyer about how to make the changes correctly. We need to go to legal counsel (Lindsay's lawyer friend) with the changes we want and they will tell us if it's ok.

Callie: Can we make a new google doc with the entire bylaws and what is being changed? This would need to be done by the working meeting.

Liz: Could we send this out early 2017 to members that became members Jan 2016 and later? Yes, we thought that was the cause.

Katelyn asked if the enewsletter will be just going to donors or who will get that? Jenna said it will be public. Callie added that it already goes to all of our contacts.

The renewal email message that goes out to members does not include anything about the membership changes.

Changes to Wild Apricot: change the wording on the renewal emails please consider making a donation so we can continue this work. We need to change the wording on the website as well. Donate to support this work instead of membership.

### **7:20 Events - 2017 Board retreat, 25 year birthday party and Conference venue planning** (Angie, Melissa, Wendy)

Final numbers for conference: \$5,000 brought in, spent \$3000, made around \$1500 (plus ~\$700 from the silent auction)

Molly and Angela are going to check the PO Box to see if they have received money from Conserve School (still have not received).

This covers random costs of silent auction, name tags, printing, speaker bags, etc. We need to add budget lines for specific event expenses.

Printing has been high. \$1800= postage, shipping, printing  
Postcards could go out in January announcing events for the year.

January retreat: events and big dates are decided.

### Events 2017

#### Retreat

Awards banquet will always be the same weekend in November.

Nov 5, 2017

Arbor Day event will always happen (Fulton in 2016)

April 27, 2017

Nomination process will always be the same for awards.

25 year birthday party (June 3): This would probably be another smaller event

Family event with Okee Dokee Brothers (Wendy emailed them) She talked to them at the State Fair. He seemed excited.

Angela: could we take this on to the conference?

Liz: Could this event be in Duluth or somewhere outside of MSP?

Finding the venue for the Conference needs to happen soon.

Request for bids for Conference could be pushed out to mid-November.

Retreat: St. Johns?

\$500 is what we spend for housing, plus food

Last year: we spent almost that much, not including housing  
Wendy will look into this option.

Retreat needs: wifi, beds for 12, full kitchen, space to explore outside

Katelyn: board member at Ney just opened a retreat center. She will look into this.

Wendy will send document to Katelyn and Mike

#### Conference

50-100 in attendance

Beginning of August

Itasca State Park (had conf there in 2012) is a possibility

Group Camp Site, cheap camping, Douglas Lodge

Dates: last weekend in July, first weekend in Aug?

#### On Google Calendar

Fill in dates for events

Fill in dates when things need to go to the printer

#### December Working Meeting

Add things to the Google Calendar (each committee)

When do we need to book awards social? Etc.

Maybe we should do our annual fund at the end of the year. It tends to overlap with other events and the DNR check payout (from Liz).

Wendy: Conference and elections happen at the same time. Too much.

We need to have a clear, concise plan for each committee and plans going forward.

7:50 Break

#### **8:00 Website update (Jenna)**

Newsletter: be sure to put organizational member information in each month, try a different layout to utilize right sidebar.

Website: Callie and Jenna are working on content

#### **8:10 SEEK collaboration (Molly)**

Idea to absorb/take over SEEK. Brit wants MAEE to take over. Wendy and Liz went to Brit's talk at the conference to learn more about it. MPCA would give SEEK to us. Major pieces would be the calendar and the job board.

This would include a one-time payment (to use for website redesign). There is so much overlap, could we absorb and have one website.

Money from MPCA would need to go to pay one person to work on the website, keep it up.

Keep SEEK Partner Ogs (grandfathered in) and have them transition to Org Members with MAEE.

As a partner, you can go in and add your own information about events.

Jenna has website concerns about how to combine them, make them one, etc.

Jenna/Liz talked about the importance of having a paid position (part time) to run the SEEK website as well as do conference stuff, financials, etc.

Callie: Wonders if we can dig through old files to figure out what it would cost. What we would have to raise to have a position?

Questions for Brit: How much time are you putting in? How much money is MPCA putting in? How much money would they give us?

Katelyn: Do they have another plan if we don't take it on? Will it go away?

Liz: This would just help Brit take stuff off her plate. And help us to have more visibility.

Mike: If the Job board is the most important, is that too much work?

Wendy will email Molly the questions we came up with. Has she talked to Brit?

8:20 **Awards Banquet** (Angela and Liz)

Larry D  
Josh Leonard  
Anna Dutke

Each winner needs to send us bios and pictures.

A + L are sending out physical invites that recipients want there. As well as The Jeffers Foundation.

Eastman Nature Center (Nov 6, 2-4pm). We have the room from 1-5. Board members need to help with set up, taking pictures, clean up. Caterers are still being contacted (apps and non-alcoholic beverages). Welcome from Molly, Speaker about EE in schools, awardees will get 2 minutes to speak after they get their award.

Speaker: Doug Wood?

Eventbrite for signup. Board members, members, etc. can come.

Marketing: October Enews, separate email for the event, twitter and facebook

Next year: Google Form for application

Callie said we should add this to the SEEK calendar.

Invite new board members to the event.

A + L need to take a picture of the awards for the website.

Could we give something else as an award? A tree?

8:35 **Treasurer's update** (Liz)

We are still ahead of the game. +\$900 for the year

Donations are a bit lower than projected.

In November Liz will have the 2017 budget for us to vote on/look it.

New Quickbooks: we can do new classes (new categories). Liz reviewed the various classes and made notes on the document. Add and subtract from classes. There will be a new line for In-Kind donations (volunteer time, paper plates, etc.)

We will need to have a conversation about how committees will track in kind donations. Should we have a new T-Shirt class?

Scholarships: should there be separate classes?

Conversation for Retreat: where can we spend a little more money, and where to put it. Could we be putting more money on savings/CD/other accounts?

We should be spending it down or putting it in savings. We want to be careful so we don't attract attention from the IRS or look weird to our donors.

We might have a couple years that we aren't in the black, because we move away from membership. But that might be ok. Let's put more money in scholarships.

We need to show our donors why we are investing our money (CD, savings). Our silent auction money need to go into the scholarship fund line.

Next Board Meeting: Vote to move money. Keep \$15,000 in checking. The rest should be moved to savings or more in scholarships. Liz will move forward with changing classes on budget.

8:55 Planning for October working meeting-go over Strategic plan with committee check-ins (Wendy and Callie)  
Wendy: go over the strategic plan to check if we are on task, committee tasks  
Wendy explained working meetings to Mike and Katelyn.  
Each committee should clean up own Google drive folder, create archive folder with old stuff

9:00 Adjourn (action)  
Jenna motions to adjourn meeting.  
Melissa 2nds.