

# California Association for Environmental and Outdoor Education (AEOE)

Board Meeting Minutes November 7, 2019

Type of Meeting: Computer Conference via Zoom

Time: 7:00pm

Attendees: , Andrew Boyd-Goodrich, Leah Callan, Tom Drake, Ryan Mayeda, Kat Montgomery, Kelly Prendiville, Reed Schneider (Presiding Officer,) Nathan Taxel, Tracey Weiss, Estrella Risinger (Executive Director), Angela Kemsley

Absent: Katie Andersen, Sarah Foglesong

1. **Check-in** (15') - Estrella
  - a. A Halloween costume that: you loved, regret, or made you laugh
2. **NAAEE takeaways** (15') - Estrella, Tracey, Angie, Ryan
  - a. Advocacy: what can we all do to build relationships with local, statewide reps?
  - b. Strategic planning
    - i. AEOE team got some 1-on-1 time with a strategic planning coach
    - ii. Can we get this done (at least identify a handful of big-ticket items) without spending \$\$ on a professional to come in and facilitate? This feels doable after talking with the coach - who has made himself available to review anything that we create
    - iii. Idea: have an extended in-person meeting at spring conference (Thurs-Fri April 30-May 1, 2020) for some strategic planning and related work
  - c. Membership
    - i. Presentations from folks who have done research re: membership trends
      1. Who makes up the bulk of the workforce right now? What do people hope/expect to get out of their membership?
    - ii. What are other ways that we can help people to feel that they “belong” with AEOE
  - d. Crowdfunding (postponed to spring)
    - i. We can learn from some of our affiliates who have done a fair bit of this
    - ii. Some common advice: invest in a robust system that will track donor info
    - iii. Idea: align this with the 50th anniversary of Earth Day
  - e. Networking and maintaining/building relationships with other affiliate organizations
  - f. Marketing/messaging meeting
  - g. Workshopping evaluations

- h. There was not an opportunity at the conference to revisit the plans/materials that came out of the summer leadership clinic - but Estrella is following up via an action planning meeting w/ NAAEE soon
3. **Website Update (5') - Estrella**
- a. WildApricot is no longer a contender - they do not have a functional job board feature, which at this point is a deal breaker for us
  - b. Tracey brought in a consultant (from Taproot, a pro bono consulting firm that serves nonprofits) who helps with branding/messaging - she identified some of the same gaps that we did during our last in-person
    - i. Who does AEOE ultimately serve?
    - ii. Who is our audience?
    - iii. These are questions that need to be answered before we move forward with a rebrand, new website, etc.
  - c. We will stick with the current website for now and will take the following steps:
    - i. Reach out to Bicycle Theory re: the aspects of our website that are not meeting our needs to see if they can improve them (and what that would cost)
    - ii. The Communications Committee put together a questionnaire that will involve the board in answering some of our "big questions" - this will be coming to board members soon
    - iii. Had a conversation regarding Taproot consultant's feedback.
4. **Committee discussions:** committee leads, be prepared to share questions or discussion points with the full board that will help push your work ahead / all to review updates in preparation for the meeting and come with questions (20')
- a. Awards
  - b. Conferences
    - i. Northern Fall Conference was very successful with ~135 attendees and one new lifetime member
    - ii. For future consideration - site fees are going up and it is time for us to build that into future conference fees
  - c. Executive Director
    - i. Next email newsletter will go out on December 1 and will be tied to Giving Tuesday
    - ii. There will be a more robust email newsletter in early 2020 with info about the spring conference
  - d. Finance
    - i. The Finance Committee has written a [Gift Acceptance Policy](#) and brought it to the full board for approval tonight
      - 1. This will help to clarify when we will and will not accept gifts/donations/funding
      - 2. Several board members voiced their approval; this seems like a necessary policy moving forward if we hope to grow the organization

- ii. (8:05pm) Nathan motioned to vote to approve the Gift Acceptance Policy, Angie seconded, Motion carried unanimously
    - iii. (8:06pm) Andrew motioned to approve the Gift Acceptance Policy, Angie seconded, Motion carried unanimously
  - e. Governance and Nominations
    - i. Several board members' terms are ending this spring - Estrella asks that these people communicate their future plans to her so that she can start thinking about how many new members we'd like to bring on
  - f. Communications
  - g. Membership
  - h. Professional Development/EOSM
    - i. EOSM retreat coming up this weekend, will be ~18 attendees
- 5. **Approval of Meeting Minutes (5') - Reed**
  - a. Discussion question: What should our process be for approving board minutes?
  - b. Reed proposed that we reinstate previous policy, included below
  - c. After the meeting the minutes are official only after they have been approved. A draft unapproved version may be sent out, but should be clearly labeled "draft" or "unapproved". After the minutes have been corrected and approved, the word "approved" and the date of approval should be added. After the minutes are written, they should be circulated to the board **at least one week** prior to the next board meeting. Members should then review them for any mistakes or missing information, **members should initial at the bottom to indicate they have reviewed them**. If minor corrections can be made prior to the next meeting, then approval of the minutes can be part of the consent agenda. Otherwise, corrections should be addressed at the next meeting, and then voted on. The minutes are then approved, and archived. The archives of minutes should be organized and easy to locate.
  - d. The board agrees. No motion needed.
- 6. **Registrar Stipend (15') - Estrella**
  - a. Estrella and Kelly have collaborated to compile a list, updating an existing document: [Conference Registrar Job Duties](#)
  - b. The board recognizes that the registrar does a lot of work, especially in the lead-up to the spring statewide conference
  - c. Proposal for spring 2020: **Spring Conference Registrar Stipend Pilot**
    - i. \$100 flat rate when early bird reg goes live
    - ii. \$3/head (paid either in one lump sum after close of conference or in two installments: halfway through - perhaps once regular reg starts? - and again after close)
    - iii. Total budgetary impact: roughly \$1000
  - d. We decided not to vote on this tonight but to address it at the next meeting
- 7. **Executive session (5') - Tracey**
  - a. Angie and Andrew had to leave the call prior to Executive Session
  - b. (8:38pm) Kat motioned to enter Executive Session, Nathan seconded, motion carried unanimously
  - c. (8:44pm) Kelly motioned to exit Executive Session, Tracey seconded, motion carried unanimously
- 8. (8:45pm) Kat motioned to end the meeting, Nathan seconded, motion carried unanimously

Read By (initial here): KA, AK, RM, ER, KM, RS, TW, SF, AB,