

Association for Conservation Information
Board of Directors Meeting Minutes – **OFFICIAL**
Via Conference Call

October 5, 2010

Officers Present: Scott Ball (FL), president; Don King (TN), vice-president; Judith Hosafros (WY), secretary; Chuck Schlueter (SD), treasurer.

Board Members Present: Laura MacLean (DC), Lindsay Deering (OH), Amanda Stroud (SC), David Lane (OR), Kristina Summers (GA), Michael Gray (KY), Don Cash (TX), Jeff Williams (AR), Micah Holmes, (OK)

Others in Attendance: Dottie Head, BW Editor; Bob Wines (WV), Past-Treasurer; Kim Nix (AL), Awards Committee Chair

President Ball called the teleconference to order. A motion to approve the minutes from the last board meeting (July 20, 2010, Louisville, KY) was made by Don Cash and seconded by Laura MacLean.

Treasurer's Report, Bob Wines: At the board meeting in Kentucky, Bob announced that his work situation would not allow him to continue as ACI's treasurer. He requested the board to relieve him of his position upon selection of a replacement.

Chuck Schlueter will replace Bob Wines as ACI's treasurer. Bob will send records to Chuck in two to three weeks.

Bob had asked the board to consider selling or donating to him the ACI's laptop he had been using for financial business for the organization rather than passing it on to Chuck. Bob requested obtaining the printer as well. Following a brief discussion of the board and Chuck's preference to use his own equipment, a motion was made by Don King to donate the ACI laptop and printer to Bob. Jeff Williams seconded the motion. Motion passed.

Bob gave a final report and update on the state of ACI's financial affairs. As of September 23, 2010, the account balance was \$7,659.02; CD is \$60,000. L&S Trophy was paid \$4,600 for plaques and trophies for the awards program. A check was sent October 1, 2010. In addition, Bob reported membership dues notices amounting to \$24,000 were mailed and that ACI is all paid up and the financial records are up to date.

There was a question/discussion regarding the treasurer's line item of \$1,000.

2011 Conference: Bob Wines said that ACI has signed a formal agreement with Ohio to grant \$5,000 start-up funds for the conference. Funds may be needed in

May or June 2011. Ohio will be hiring an event planning company to work with the agency in developing the conference.

Bob Wines left the call following good wishes and farewells.

Awards Committee Chair, Kim Nix: Listed are points of discussion that took place.

- Kim asked for a small committee to help clean up category wording. Lindsay Deering, Laura MacLean and Kristina Summers volunteered.
- The group discussed increasing the entry fee from \$20 to \$30 which would take a change in the bylaws. If it takes a vote of membership, can we do it via email? Kristina Summers moved to change the bylaws to increase entry fees from \$20 to \$30. Michael Gray seconded the motion.
- Kim asked for feedback via the listserv regarding bullet points for judges to use.
- It was suggested that a graphics category be added where graphics are created by member agency.
- The Radio Program category has “fallen off.” Two replacements were recommended: Audio Program <3 min.; Audio Program >3 min. Consider pod casts, Web casts.
- Reinstate TV PSA category.
- Don King: Video Other category is heavy. Limit number of entries?
- Kim: Magazine categories: Historical, Cultural, Parks?
- Regulations category: agency must maintain editorial and design control. Don Cash: TX P&W regulations are contracted out. H&F information is compiled by agency staff.
- Scott Ball said Florida enters the regs category and has won, keeping editorial control and approved layout within the agency.

Awards Committee can make changes to categories and rules at the annual conference. It was suggested that 70% or more of the work must be done in-house. Don Cash suggested limiting numbers of entries in a category. Kim Nix said the committee will discuss changes.

It was suggested we hold off on a Social Media category. Lindsay Deering suggested reviewing a social media plan.

It was also suggested that a place be designated at the conference to showcase entries.

Scott Ball re: awards handed out: There was an error in the Web site category list. The incorrect list is AL, AZ, FL. The correct list is OH, UT, AL. Scott contacted agencies and will not take awards away but will reward the correct agencies. Scott said he would straighten this out.

Video Other category: Chair (FL) did not turn in the scores: FL first and third; consensus to award TN second place.

Scott said he was almost done writing letters to (department or agency) heads, outlining the fine work of agencies' information people.

Finally, a discussion ensued regarding providing certificate awards to 2nd and 3rd place and plaque awards for first place.

Post-2010 Conference Update: Michael Gray: Thirty-four people responded to the conference survey. A committee has begun work on the 2011 conference in Cincinnati. The committee will work with Michael regarding successes and failures.

Dottie Head will have a report for the next board meeting regarding policy and procedure.

With no other business to discuss it was moved by Don Cash and seconded by Michael Gray to adjourn the teleconference.

Respectfully submitted

Judith Hosafros, secretary