

Minutes
Association for Conservation Information (ACI)
Board Meeting
Cincinnati, Ohio
July 19, 2011

OFFICIAL

President Scott Ball called the meeting to order at 12:15 p.m. (EDT).

Vice President Don King conducted membership roll call. Those present are as follows:

Scott Ball, President (Florida)
Don King, Vice President (Tennessee)
Chuck Schlueter, Treasurer (South Dakota)
Michael Gray (Kentucky)
Micah Holmes (Oklahoma)
Lindsay Deering (Ohio)
Jeff Williams (Arkansas)
David Lane (Oregon)
Laura MacLean (AFWA)
Amanda Stroud (South Carolina)

Minutes: March 3, 2011 –

Draft minutes of the March 3 conference call had been distributed in advance of the meeting. A motion to approve the minutes was made, seconded and passed.

Treasurer's Report (2010-2011) — Chuck Schlueter

Chuck reported that the ACI accounts are in the process of being transferred from United Bank in West Virginia to BankWest in South Dakota. Bob Wines, former treasurer, is helping accomplish this.

We began July 1, 2010, with \$15,613.91 in the United Bank account. We ended June 30, 2011, with \$1,432.16 in the BankWest checking account, and former treasurer Bob Wines reported that there is \$3,582.36 still to be transferred from United Bank to BankWest.

As a group, we have seen a shift from several years of very profitable membership, dues and conferences. It was almost too much of a good thing. We were on the brink of losing our Not-for-Profit status due to our robust account balances.

The ACI dues cycle begins in August, and reminders are due to go out soon.

Chuck reported he has been catching up on bills and that there are three major sources of income for ACI. These are membership dues, awards entry fees and auction income.

He also reported that we have a slight decline in membership, and a considerable decline in conference attendance. The ACI scholarships are a welcome relief to those who may not

otherwise gain permission for the travel, but we must also consider the effect the additional cost has had on our checking account.

The good news: our Certificate of Deposit is in excellent health. The total stands at \$60,000, with interest deposits of over \$500 quarterly into our checking account.

We will vigorously pursue membership dues and payments from a successful awards competition in early August. This will bolster our account, and Chuck expects that we will be positioned to handle all of our bills.

Chuck recommended that we consider our options for tapping our reserves in our CD, and he has a plan in place should we need ready access to those funds.

Related documents provided separately:

- Checking Account Report
- Members in Good Standing Report
- Independent Accountant's Review Report for Year Ending June 30, 2011 (Tetrick & Bartlett)
- 2011-12 Draft Budget

Audit Committee — **David Lane, Laura MacLean, Amanda Stroud** were appointed by Scott Ball to look over the financial report and associated documents; they will report on their findings at the business meeting.

Proposed Budget — **Scott Ball** distributed copies of the proposed budget for FY 2011-2012.

Highlights include an increase in the awards contest entry fee – from \$20 to \$30. The gross revenue for awards was \$9,210 for 307 award entries.

A question was posed if the awards committee would allow entries from non-profits for consideration. No definitive answer was reached.

Another question, from **Michael Gray**, was if it was time to consider increasing membership fees. Scott Ball reported that projected revenue exceeds projected income, so not critical to consider at this time.

Lindsay Deering reported that Ohio will be returning approximately \$3,000 of the \$5,000 seed money for the 2011 conference, depending on final number of scholarships issued for the conference. She also reported that she was pleased with the sponsorship participation to help offset expenses.

Nels Rodefeld moved to approve proposed budget. **Lindsay Deering** seconded; no discussion. Motion passed.

Committee Reports —

2011 Conference — **Lindsay Deering**

The 2011 ACI Annual Conference was held in Cincinnati, Ohio, at the Hilton Cincinnati Netherland Plaza July 18-21, 2011.

The conference theme was Conservation Information in 3-D: Diversity, Development, Direction.

Including all speakers, there were 84 people on the registration list. There were 68 actual attendees. Ten attendees were scholarship recipients and a few were one- or two-day attendees.

A total of \$12,100 was taken in via registrations; however, \$1,500 is not actually realized as it is scholarship recipient partial registration. It is not realized because ACI does not have in its checking account the funds to cover this amount and the amount will be “deducted” from what Ohio returns to ACI as conference profits.

In addition, the hotel rooms for scholarship recipients (\$4,159.35), which are usually paid directly from the ACI checking account, will be paid from conference profits instead.

Even after these unexpected expenses, Ohio will be able to return a bit over \$3,100 to the ACI general account.

Future Conference Sites — Kay Morton Ellerhoff, chair

2012 - NCTC, Shepherdstown, W.Va., July 15-20. Laura MacLean, Association of Fish and Wildlife Agencies; **Hoy Murphy**, West Virginia Department of Commerce; **Emily Fleming**, **Art Shomo**, West Virginia Division of Natural Resources; **Craig Rieben**, U.S. Fish and Wildlife Service. Laura noted that the theme for the 2012 meeting would be “Preparing for Battle.”

2013 - ACI's 75th Anniversary - Utah Division of Wildlife Resources. Contact: Robin Thomas

2014 - Nebraska Game and Parks Commission. Contact: Scott Bonertz

Nominating Committee — Michael Gray, Micah Holmes (Oklahoma), Stephanie Hussey
Micah Holmes and **Michael Gray** are completing their three-year terms on the Board, and the third slot is vacant. Committee members reported that they would be actively recruiting during the conference for future board members and would present those at the annual business meeting July 21.

Awards Committee — Kim Nix (Alabama)

Kim reported the following:

- Award contest entries will be displayed in a special room at this year’s conference.
- Results will be posted on the website.
- The committee suggested doing away with the Radio PSA and Video News categories due to lack of participation. Future entries that would go into these categories can be entered as Audio Program and Video-Other entries, respectively.

Nels Rodefeld suggested adding a Social Media category. Kim explained that the committee had discussed this and agreed that the Social Media aspects of campaigns should be considered within the various categories already in place.

Chuck Schlueter made a motion that the suggested changes to categories be approved by the board. **Laura MacLean**, seconded. Motion carried.

Scott Ball acknowledged the ad hoc committee members, **Penny Miller**, **Amanda Stroud** and **Don King** for interviewing candidates for The Balance Wheel Editor position. **Randy Zellers** was the candidate recommended by the committee.

Lindsay Deering made a motion for the board to accept that recommendation. **Jeff Williams** seconded. Motion carried.

SEAFWA Membership Liaison, **Don King**, gave a short report on the upcoming Southeastern Association of Fish and Wildlife Agencies annual meeting to be held in Nashville, Oct. 22-26, 2011. He made it known that there were plans in place for presentations regarding license sales, marketing as well as I&E sessions.

New Business:

Kristina Summers volunteered to take over as manager of the ACI listserv, a position recently vacated by **Mark Southern**.

Membership Committee – Scott said that there currently is no official committee handling recruitment/retention of members. As treasurer, Chuck Schlueter maintains the list of members and keeps track of their standing. Noting that membership has declined, Scott said he would like to re-create a committee similar to the one that actively recruited new members several years ago.

Scott also prepared a list of those whose memberships have apparently lapsed. He will confirm their status with Chuck. As annual dues notices are sent, Chuck and Scott will work with webmaster **Jeff Eschler** to update ACI's online membership directory.

Ways and Means Committee — Scott said this committee is currently not active. He is reformatting the latest set of Articles of Incorporation, Bylaws and Policies & Procedures for ease of reading, without changing meaning or content. Once this is accomplished, he would like to re-activate the committee to review these documents and suggest possible updates and revisions.

Michael Gray made a motion to adjourn, seconded by **David Lane**. The motion passed, and the meeting was adjourned at 1:15 p.m.

Respectfully submitted:

Don King, Vice President (filling in for Judith Hosafros, Secretary)