

MINUTES

Association for Conservation Information Board Meeting

Please call toll free: **1-888-757-2790** and enter guest passcode: **775616** to participate in the meeting
Conference Call ● March 14, 2017 ● 11:00 a.m. – 12:00 p.m. CST

ITEM NO. 1: Meeting Called to Order.

ITEM NO. 2: Roll Call.

- Kim Nix (AL, President)
- Jenifer Wisniewski (GA, Vice President, Membership)
- Lance Cherry (NM, Secretary)
- Judy Stokes Weber (NH, Treasurer)
- Jane Gustafson (NE, Board)
- Aaron Meier (NV, Board)
- Blake Podhajsky (OK, Board)
- Jeff Kurrus (NE, Board)
- Bonnie Holding (ME, Board)
- Mandy DiMartino (NJ, Board)
- Joanie Straub (MO, Board)
- Scott Ball (FL, Communications)
- Michael Gray (KY, Board, Scholarships)
- Kay Ellerhoff (MT, Futures)
- Phil Bloom (IN, Conference)

Unable to Attend:

- Micah Homes (OK, Past President, Ways & Means)
- Dan Dennison (HI, Board)
- Julie Hammonds (AZ, Awards)
- Randy Zellers (AR, Auction)

ITEM NO. 3: Approval of Agenda.

ITEM NO. 4: Approval of Minutes.

Minutes were corrected to reflect appropriate date change and now reads: The next board meeting is scheduled for 11 a.m. CST, Tuesday, March 14, 2017.

MOTION: Joanie Straub moved to approve the Jan. 10, 2017 Board Meeting Minutes. Bonnie Holding seconded the motion.

VOTE: Voice vote taken. All present voted in the Affirmative. **Motion carried unanimously.**

ITEM NO. 5: Opening Remarks.

Presented by Kim Nix, President
Welcome everyone.

ITEM NO. 6: Treasurer's Report.

Presented by Judy Stokes Weber, Treasurer
ACI currently has 43 members, 4 potential members. ACI's current Balance \$78,976.36.

Memberships as of 2-28-17

Agency membership: Alabama, AREA, Arizona, Arkansas, American Sportfishing Association, Bill Creighton, Colorado, Congressional Sportsmen’s Foundation, Connecticut, Florida, Georgia, Hawaii, Indiana, Iowa, Kansas, Kentucky, Maine, Massachusetts, Michigan, Missouri, Montana, Nebraska, Nebraska Forest Service (waiver), Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, PA Game, PA Fish and Boat, RBFF, S. Carolina, Tennessee, Texas, USFWS, Utah, Wyoming, Vermont, Virginia. (43)

Promises that payment is in process have been received from: Alaska, S. Dakota, Washington, West Virginia. (4)

Non-responses: California (waivered last year, but still owes ACI for awards submitted), Idaho, Illinois, Louisiana, Maryland, Minnesota, Mississippi, New York, Rhode Island, and Wisconsin. (10) Contact continues with these states by Scott Ball.

ACI is in excellent financial condition thanks to two successive years of strong conference returns to the treasury. And what about those Awards contest entries!

Cash on hand as of 2-28-17:

Checking Account	\$71,473.61
Money Market	\$ 7,502.75
Total	\$78,976.36

Jan-17					
PP Transfer	1.6.17	USFWS Dues	\$195.30	\$72,610.00	x
Deposit	1.6.17	Florida Dues	\$200.00	\$72,810.00	x
10154	1.6.17	Scott Ball Invoice	\$1,250.00	\$71,560.00	x
PP Transfer	1.6.17	Kentucky Dues	\$195.30	\$71,755.30	x
PP Transfer	1.13.17	Kentucky Awards	\$87.72	\$71,843.02	x
Deposit	1.31.17	NC, MT dues& awards	\$910.00	\$72,753.02	xbalanced
Feb-17					
10155	2.16.17	Andrea Farnsworth - web	\$2,333.31	\$70,419.71	x
Deposit	2.23.17	TN, OR dues and awards	\$610.00	\$71,029.71	x
PP Transfer	2.23.17	Bill Creighton Dues	\$195.30	\$71,225.01	x
PP Transfer	2.23.17	Powderhook Assoc membe	\$48.60	\$71,273.61	x
Deposit	2.23.17	CT Dues	\$200.00	\$71,473.61	xbalanced

There is currently \$7500 in ACI’s money market account. The bank will be charging \$5 per month for inactivity unless some action is taken.

MOTION: Jenifer Wisniewski moved to allow Judy Stokes Weber, Treasurer to take the necessary action to avoid monthly service fees in the money market account, not to exceed \$25 per month, unless authorized by the President, Kim Nix. Blake seconded the motion.

VOTE: Voice vote taken. Judy Stokes Weber, Treasurer abstained. All remaining present voted in the Affirmative. **Motion carried.**

ITEM NO. 7: Communications Report.

Presented by Scott Ball, Membership Communications Chair

Membership

- New Individual Memberships: Eric Dinger of Powderhook and Bill Creighton of FreshAir Educators.
- Established e-mail account for membership-related correspondence: ACImembership@gmail.com.
- Sent e-mail package to 10 state agencies that currently are not members. Package included cover message from Kim Nix, ACI brochure, summary list of ACI activities and benefits and application for one-year exemption from dues. Have not received any responses so far.

Communications

- Worked with Julie to promote the Awards Contest via website, Facebook, MailChimp and Yahoo listserv.
- Draft agenda for 2017 conference now online. Working with Phil Bloom, Marty Benson.
- Added photo galleries from six previous conferences to the website (330 images!), and posted some additional photographs to existing galleries. Some conferences are unrepresented or under-represented. Next issue of The Balance Wheel will include a request to help fill in the gaps.
- Next issue of The Balance Wheel to go out March 15. The mailing list now has 465 subscribers, up from 458 in January.
- Seeking remainder of TBW articles from last year's scholarship recipients.
- Posted to ACI Facebook page 20 times since Jan. meeting. Most dealt with the Awards Contest and were created/posted by Julie Hammonds. Most popular post was the most recent – announcing 400+ entries in this year's contest and calling for judges. Facebook page has 420 likes, up from 408 in January and 399 in November.

ITEM NO. 8: 2017 ACI Annual Conference (Indiana).

Presented by Phil Bloom, 2017 Conference Chair

The 2017 ACI Annual Conference will be July 9-13, 2017, at Abe Martin Lodge at Brown County State Park in Indiana.

- Testing of the registration product provided by Delaney Meeting and Event Management has been tested and is ready to post to the ACI website.
- For the conference, the roundtable discussions have been rotated to other rooms to allow lodge staff time to set up for lunch.
- Five official field trips have been selected for the conference and include; a guided nature walk, horseback riding and mountain biking onsite and a tour of a research project on an adjacent forest service property and a tour of the studio and home of early Hoosier artist T.C. Steele.
- Five additional “on-your-own” options are available: golfing at a nearby course, Bill Monroe's Bluegrass Hall of Fame & Country Star Museum, a tour at Oliver Winery, unexpected collection of architecture in the Columbus area or one of several zip line operations with prices ranging from \$35-\$70.

Sponsorship status:

Due to a scheduling conflict, Southwick and Associates will be unable to sponsor the conference this year. Additionally, RBFF, NSSF, Kalkomey and GovDelivery, who was recently bought out by Granicus, are tentative.

Potential sponsorships that are being explored are Adobe and Sales Force. Booth space rentals are also being considered. USFWS Regional Office has secured one for \$250. There is room for five more.

Social Media:

The committee has created Facebook promos for the conference and will provide them to Scott Ball for distribution.

Transportation:

A free shuttle service will be provided by the park. Attendees may also consider renting a car. Information will be provided with registration.

ITEM NO. 9: 2018 ACI Annual Conference (Missouri).

Presented by Joanie Straub, Board Member and 2018 Conference Chair

The 2017 ACI Annual Conference will be July 22-26, 2018, in Springfield, MO.

- An agreement with the agency and their foundation is near completion.
- The committee is working on finalizing the contract with the conference hotel.
- Bass Pro Shops has shared an interested in being title sponsor.
- Bass Pro Museum may be finished in time for the conference.
- The conference theme will be: Connecting The Dots.

ITEM NO. 10: Futures Conference Report.

Presented by Kay Ellerhoff, Future Conference Hosts Chair

The following states are slated to host future ACI Annual Conferences: 2018 Missouri, 2019 Hawaii, 2020 New Mexico, 2021 New Jersey, 2022 Georgia/South Carolina, 2023 Oklahoma, 2024 Michigan.

ITEM NO. 11: Awards Committee.

Presented by Julie Hammonds, Awards Committee Chair

Julie was unable to attend, but provided the following report, which was shared by Kim Nix, President:

The contest closed to entry March 1. We don't have a final entry total yet because the group chairs are reviewing all entries and making sure everything is ready to judge, but that total will definitely exceed 400 entries—a new ACI record that, I think, reflects the popularity of the online platform.

The top priority right now is finding judges. We offered 28 categories, but one category only received a single entry, so we have closed that category for this year. That means we need $27 \times 3 = 81$ judges. Right now we have 37. It's obviously a source of worry.

I have advertised the need for judges through OWAA, IRMA (the International Regional Magazine Association), Facebook, and the platform itself (I sent an email to everyone who submitted one or more entries). I also asked past category chairs and this year's Awards Committee to find judges for us.

This really shouldn't be a problem, given that ACI has hundreds of members who each know hundreds of professional colleagues. It's time to deploy the MailChimp account and the listserv. If you can think of and act on other ideas, or send them my way for implementation, please do!

Keep in mind that any qualified person can judge, whether they work for an ACI member agency or not. What they can't do is judge a category their agency has entered. I posted a list to the judging website that shows every agency and the categories they entered, so potential judges can self-select categories if they wish. When we review the credentials of potential judges, we will also avoid assigning anyone to

a category their agency entered. Again, this really shouldn't be a problem ... but I will sleep better at night once it is solved!

The judging website to direct applicants to is: https://judging.omnisam.com/judge-home.aspx?comp_id=aciawards&s=j

ITEM NO. 12: Scholarship Report.

Presented by Michael Gray, Board Member and Scholarship Chair
Kim Nix, President and Judy Stokes Weber, Treasurer have determined that due to the low cost of this year's conference; \$660 per scholarship will be awarded for 15 scholarships – 10 to be used for active ACI members and 5 to be used for new attendees. Recipients of the 2016 scholarship will not eligible for the 2017 scholarship if they have not written and submitted their report to Scott Ball, Communications Chair for the Balance Wheel. As of today's date, three recipients have not turned in their report. They will be contacted with a final reminder to submit their reports.

ITEM NO. 13: Auction Report.

Presented by Randy Zellers, Auction Chair
No report provided.

ITEM NO. 14: Ways and Means Report.

Presented by Micah Holmes, Board Member and Ways and Means Chair
No report provided.

ITEM NO. 15: New Business.

No new business.

The next board meeting is scheduled for 11 a.m. CST, Tuesday, May 9, 2017.

ITEM NO. 19: Adjournment.

With no further business on the agenda, the meeting was adjourned at 10:55 a.m. MST.

A handwritten signature in cursive script that reads "Lance Cherry". The signature is written in dark ink and is positioned above a horizontal line.

Submitted by Lance Cherry, Secretary