

## MINUTES

### Association for Conservation Information Executive Meeting

Conference Call ● May 6, 2020 ● 10 a.m-11 p.m. MST

#### ITEM NO. 1: Meeting Called to Order.

#### ITEM NO. 2: Roll Call.

- ✓ Jenifer Wisniewski (TN, President, Conference Co-Chair, Auction)
- ✓ Lance Cherry (NM, Vice President)
- ✓ Scott Ball (FL, Communications)
- ✓ Judy Stokes Weber (VT, Treasurer)
- ✓ Kay Ellerhoff (MT, Futures)
- ✓ Kim Nix (GA, Immediate Past President)
- ✓ Tim Akimoff (OR, Board)
- ✓ Jason Harmon (TN, Board)
- ✓ Micah Homes (OK, Ways & Means)
- ✓ Aaron Meier (NV, Awards)
- ✓ Alix Pedraza (SC, Board)
- ✓ Ashley Sanchez (NV, Board)
- ✓ Craig Sanchez (NM, Board)
- ✓ Kyle Martens (NE, Board)
- ✓ Blake Podhajsky (OK, Awards)
- ✓ Patricia Allen (AFWA, Board)
- ✓ Nadia Reimer (KS, Board)

#### Unable to Attend:

- ✓ Sara DiRienzo (WY, Secretary, Scholarships)
- ✓ Darrin Hill (OK, Board)

#### ITEM NO. 3: Approval of Minutes.

**MOTION:** Judy Stokes Weber moved to approve the March 2020 board meeting minutes. Craig Sanchez seconded the motion.

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

**MOTION:** Jenifer Wisniewski moved to approve the March 2020 emergency meeting minutes. Lance Cherry seconded the motion.

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

#### ITEM NO. 4: Opening Remarks.

Presented by Jenifer Wisniewski, President

Jenifer Wisniewski offered encouragement to the Board and membership during this COVID-19 public health crisis and shared hope everyone has adjusting to working from home. She went on to note the crisis has been good for R3 and shared that license revenue is up \$2.5 million in Tennessee.

**ITEM NO. 5: Communications Report.**

Presented by Scott Ball, Membership Communications Chair

**Membership**

- New Individual Member: Lisa Thompson, Chesapeake, Va.
- Updated member count
  - 49 Agency-level
  - 1 Sponsorship
  - 2 Individual

**Communications**

- Next issue of The Balance Wheel will be published May 15 and emailed to 592 subscribers (606 last report)
- Solicited input from members regarding how they've modified their communications practices during quarantine. Sharing responses via MailChimp and website.
- 614 Facebook likes (611 last report)
- 728 Facebook followers (720 last report)
- 10 Facebook posts since March 5

**ITEM NO. 6: Treasurer's Report.**

Presented Judy Stokes Weber, Treasurer

I am happy to report we are still in a strong financial position at this time.

There are elements on the horizon that may impact our revenue this year. I wanted to make sure we were all on the same page. In a word it is related to the Covid-19 Pandemic.

We have made decisions to delay billing for the annual dues and awards entries, usually emailed out in Late June as awareness and excitement build for the July conference. We will now bill for these items around the time of annual conference, rescheduled for November 2020. Some states are experiencing budget cuts and spending stops at present. The situation in November relative to financial status is unknown. Some states are seeing increased license sales as people buy licenses to go out and do something that is compatible with social distancing. We will wait and see what transpires.

New Mexico is using their seed money to secure the services of Delaney Meeting and Event Co. to assist in areas specified in their contract. If you have questions about this feel free to ask VP Lance Cherry. This a fair thing to do in my view as services have been rendered by Delaney.

Together, we have been building toward this financial position to make sure we can weather any storms that might come our way. Congratulations to our past and current presidents for advancing this approach. We now have \$25,000 on deposit in a 12-month CD at TIAA.com and enough resources to continue our operations.

The checkbook transactions for 2020 are noted below. We have not yet been billed for the R3 conference scholarships we offered, but other than any further 2020 conference needs there are no other outstanding or unusual expenses anticipated.

## 2020 Checkbook Register

### MAR

10240	3.17.20	TIAA Bank New Accounts CD	\$25,000.00	\$87,318.03	x
10241	3.18.20	Hosting 4 Less	\$299.40	\$87,018.63	xbalanced

### APR

10242	4.3.20	WCP Treasurer Stipend	\$1,250.00	\$85,768.63	
10243	4.3.20	Scott C. Ball Comm Stipend	\$1,250.00	\$84,518.63	
	4.30.20	NH Acct.	\$2,084.80		
	4.30.20	VT Acct.	\$84,518.63		
		<b>Total Assets</b>	<b>\$86,603.43</b>		

Plus \$25,000 on deposit with TIAA.com

### ITEM NO. 7: 2020 ACI Conference Update.

Presented by Lance Cherry, Vice President

The annual conference is still on track for Nov. 8-11, with the Locavore Workshop add-on option Nov. 12 at the Santa Fe Drury Plaza Hotel in Santa Fe, New Mexico. A new contract has been signed with the hotel, moving the conference to the new date.

Guests who have made reservations may call the hotel to have their reservations moved to the new dates. Registration and lodging information updates should be posted to the ACI website in June.

### ITEM NO. 8: Auction Report.

Presented by Jenifer Wisniewski, Auction Chair

Auction solicitations are currently in a holding pattern, but will resume soon. Craig Sanchez reported he has some donors on the hook, but will hold off on confirmations until later this summer.

### ITEM NO. 9: Futures Conference Report.

Presented by Kay Ellerhoff, Future Conference Hosts Chair

Kay reports the future list is still intact with the following states are slated to host future ACI Annual Conferences: 2021 host: TN Wildlife Resources, 2022 North Carolina, 2023 Pennsylvania, 2024 Michigan, 2025 New Jersey, 2026 Oklahoma and 2027 Nevada.

Jenifer Wisniewski confirms that Tennessee is a lock for 2021.

### ITEM NO. 10: Scholarship Report.

Presented by Sara DiRienzo, Scholarship Chair

The Scholarship deadline is July 31, 2020. There is still plenty of time for members to submit applications.

**ITEM NO. 11: Awards Report.**

Presented by Blake Podhajsky and Aaron Meier, Awards Chairs

Currently 113 entries have been submitted, up 15 since the last meeting. Members are reminded the deadline to submit for this year's contest is June 5, 2020. We currently have 80 judges committed.

Further discussion revealed the OWAA conference has been cancelled until 2021 and the Government Social Media Conference has also been cancelled. The Board suggested we solicit judges from both organizations and also reach out to POMA.

**ITEM NO. 12: Ways and Means Report.**

Presented by Micah Holmes, Board Member and Ways and Means Chair

Nothing new to report.

**ITEM NO. 13: New Business.**

- ACI & multistate grant opportunities

R3 Multistate Grant Opportunities

Jenifer Wisniewski presented an opportunity for ACI to elevate the organizations status by becoming more involved in the R3 Multistate Grants. This opportunity would allow ACI to be a stronger voice at the table for communicators. She offered insight on how the grants work and provided examples of potential involvement including expanding Locavoire Workshop opportunities, focusing on triggered communications and serving as the lead grantee creating opportunities for member states to start digital marketing campaign with a R3 focus. Discussions were opened for Board input, which yielded strong support in proceeding.

**MOTION:** Jenifer Wisniewski moved to approve ACI's participation in the R3 Multistate Grant Program and authorizing the president to submit multiple letters of intent with ACI being the partner/sponsor for the grants. Kyle Martin seconded the motion.

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

Jenifer Wisniewski opened discussion on COVID-19 impacts and adjustments where the discussion focused on virtual platform engagement for business and entertainment.

**ITEM NO. 14: Adjournment.**

**MOTION:** Blake Podhajsky moved to Adjourn. Craig Sanchez seconded the motion.

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

With no further business on the agenda, the meeting was adjourned at 10:38 p.m. MST.

Submitted by Lance Cherry, Vice President