

MINUTES

Association for Conservation Information Board Meeting

Virtual ● Sept. 14, 2022 ● 11 a.m-12 a.m. CDT

ITEM NO. 1: Meeting Called to Order.

ITEM NO. 2: Roll Call.

- ✓ Lance Cherry (NM, President)
- ✓ Jenifer Wisniewski (TN, Immediate Past President, ACI Grants, Auction)
- ✓ Blake Podhajsky (OK, Secretary)
- ✓ Judy Stokes Weber (VT, Treasurer)
- ✓ Scott Ball (FL, Communications)
- ✓ Kay Ellerhoff (MT, Futures)
- ✓ Jason Harmon (TN, 2022 Conference Host)
- ✓ Aaron Meier (NV, Awards)
- ✓ Ashley Sanchez (NV, Board)
- ✓ Linda DiPiano (NJ, Board)
- ✓ Sarah Southerland (OK, Board)
- ✓ James Pitman (NM, Board)

Unable to Attend:

- ✓ Sara DiRienzo (WY, Vice President, Scholarships)
- ✓ Tim Akimoff (OR, Board)
- ✓ Patricia Allen (AFWA, Board)
- ✓ Fairly Mahlum (NC, Board)
- ✓ Joanne Martonik (RBFF, Board)
- ✓ Dan Dennison (HI, Board)
- ✓ Micah Holmes (OK, Ways & Means)

ITEM NO. 3: Approval of Minutes.

- July 2022 Board Meeting Minutes.

MOTION: Linda DiPiano moved to approve the July 2022 ACI Board Meeting Minutes.
Ashley Sanchez seconded. Motion passed unanimously.

- July 2022 Annual Business Meeting Minutes.

MOTION: Linda DiPiano moved to approve the July 2022 Annual Business Meeting Minutes.
Ashley Sanchez seconded. Motion passed unanimously.

ITEM NO. 4: Opening Remarks.

Presented by Lance Cherry, President.

- Lance Cherry said "I apologize for missing the conference. I hope everyone had a wonderful time!"

ITEM NO. 5: Treasurer's Report.

Presented Judy Stokes Weber, Treasurer.

- Judy Stokes Weber said "sorry I could not make the conference but I am glad I could join you all virtually."
- Invoices are being sent out to states, NGO's and federal partners.
- We are reaching out to states who we think would be interested in ACI.
- Money is starting to roll in and currently we have \$82,817.84.

ITEM NO. 6: Communications Report.

Presented by Scott Ball, Membership Communications Chair.

- Scott Ball has reached out to Minnesota and hasn't heard back. Also trying to find a contact in Alaska.
- Scott Ball said "once we get a renewal, or contact someone to renew, I send them a reminder to follow the Balance Wheel and also send them a one pager letter."
- ACI had nine scholarship recipients at the annual conference, and we are waiting to get articles from them, except Dan Dennison; he provided two articles immediately.

ITEM NO. 7: ACI Grants Committee update.

Presented by Jenifer Wisniewski, ACI Grants Committee Chair, Immediate Past President and Auction Committee.

- ACI has been approved for the four grants. 1) Social listening 2.0, 2) Photo asset solution, 3) YouTube promotion for hunting, 4) Marketing R3 \$50,000 grant.
- ACI has secured over one-million in grants for 2023.

ITEM NO. 8: Auction Committee update.

Presented by Jenifer Wisniewski, ACI Grants Committee Chair, Immediate Past President and Auction Committee.

- ACI had a record breaking auction. The final numbers have not been tallied but we made over \$8,000.

ITEM NO. 9: 2022 ACI Conference recap.

Presented by Jason Harmon, 2022 Conference Coordinator, Tennessee.

- 110 confirmed attendees for the conference. The numbers will be finalized next week.
- ACI has received great feedback from attendees.
- Jason Harmon said "we will be returning money to ACI."

ITEM NO. 10: 2023 ACI Conference update.

Presented by Aaron Meier, 2023 Conference Coordinator, Nevada.

- The conference dates are July 24-27, 2023.
- Location is the Harveys Resort and Casino and the rate is \$139 / night plus tax.

ITEM NO. 11: Futures Conference Report.

Presented by Kay Ellerhoff, Future Conference Hosts Chair.

- Kay Ellerhoff said "I am thrilled with my award and I am grateful for everything!"
- North Dakota has shown interest in hosting ACI.
- The futures list is in good standing.

ITEM NO. 12: Awards Committee Report.

Presented by Aaron Meier, Awards Chair.

- Three individuals have shown interested in becoming the chairperson for the ACI Awards.

ITEM NO. 13: Scholarship Report.

ITEM NO. 14: Ways and Means Report.

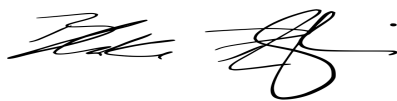
ITEM NO. 15: New Business.

- “Dan Dennison previously brought up a few good points,” said Lance Cherry.
- Develop a broader range of topics at the conference to be more inclusive, not just hunting and fishing.
- We are starting to deal with non-hunting and fishing topics more.
- This discussion is brought to the table to start discussions and continue to think about moving forward.
- Judy Stokes Weber said “I second Dan’s suggestions. With increased interest in the relevancy roadmap, states are expanding their reach to people. We are not taking away from hunters and anglers, we are just adding. I think given the world changes, it would be smart to make our programming more inclusive.”
- Lance Cherry added “I am not sure if anything needs to change in the bylaws, rather we just need to be more mindful of the content we provide.”
- Jenifer Wisniewski said “welcome to our new board members Sarah and James. Please do not be afraid to get involved on the calls and bring forth ideas.”
- Lance Cherry said “we were asked about refunds for people who didn’t make the conference.” Jason Harmon replied “we did issue some refunds before the conference, but not after.”

ITEM NO. 15: Adjournment.

- With no further business on the agenda, the meeting was adjourned at 10:53 am CDT.

MOTION: Jenifer Wisniewski moved to adjourn. Judy Stokes Weber seconded the motion. Motion carried unanimously.



Submitted by Blake Podhajsky, Secretary



ASSOCIATION *for*
CONSERVATION
INFORMATION, INC.

Treasurer's Report
September 9, 2022

We have sent invoices to all but a few states. Looking for good contacts for the following: Illinois, Minnesota, Alaska and West Virginia. Please email your thoughts.

As you will recall from the annual meeting report delivered in July, we start the fiscal year as follows:

Total Assets at June 30, 2022

Checking Account Balance	\$ 81,666.72
TIAA Certificate of Deposit	<u>\$ 25, 323.00</u>
TOTAL	\$106,989.72

The Check Register ending September 9, 2022 is on the attached page.

The Checking account balance was \$82,817.84.

Sincerely,

Judy

Judy Stokes Weber, APR
ACI Treasurer

FY 2023 ACI Check Register

Transaction ID	Date	Description	Amount	Balance
	7.1.22	Beginning Balance		\$81,666.72
JUL				
10288	7.2.22	Treasurer Stipend WCP LLC	\$1,250.00	\$80,416.72
10289	7.4.22	Comms /Memb Stipend Scott C. Ball	\$1,250.00	\$79,166.72
10290	7.7.22	A Meier, reimb for personal plaque purchase	\$22.39	\$79,144.33
10291	7.23.22	Lance Cherry Spirit award reimbursement	\$64.65	\$79,079.68
10292	7.29.22	Scott C Ball Conference travel reimbursement	\$1,500.00	\$77,579.68
AUG				
PayPal Transfer	8.6.22	Westervelt Ecological Services 2023 Dues/AW	\$705.18	\$78,284.86
PayPal Transfer	8.11.22	NHFG 2023 dues	\$195.53	\$78,480.39
PayPal Transfer	8.25.22	KY 2023 Dues	\$195.53	\$78,675.92
PayPal Transfer	8.31.22	Gulf of Mex Assn 2023 dues/AW	\$313.14	\$78,989.06
PayPal Transfer	8.31.22	HI 2023 dues/AW	\$273.94	\$79,263.00
SEPT				
PayPal Transfer	9.1.22	WY 2023 dues/AW	\$901.20	\$80,164.20
PayPal Transfer	9.1.22	CO 2023 dues/AW	\$744.39	\$80,908.59
PayPal Transfer	9.2.22	KS 2023 dues/AW	\$234.73	\$81,143.32
PayPal Transfer	9.2.22	NV 2023 dues/AW	\$783.59	\$81,926.91
PayPal Transfer	9.2.22	OR 2023 dues/AW	\$313.14	\$82,240.05
10293	9.6.22	K2Awards replacement plaque	\$33.30	\$82,206.75
PayPal Transfer	9.7.22	LA 2023 dues	\$195.53	\$82,402.28
PayPal Transfer	9.7.22	Chuck Yoest indiv member dues	\$24.01	\$82,426.29
PayPal Transfer	9.9.22	USFWS 2023/24 dues	\$391.55	\$82,817.84

9.11.2022

End.

Communications/Membership Report to ACI Board of Directors
Scott Ball – Sept. 14, 2022

Membership

I've been working with Judy to coordinate the mechanics of the Membership Recruitment/Renewal process.

- Judy sends invoices and works with agencies to ID the appropriate staff to receive invoices. She also has been reaching out to lapsed members.
- Judy notifies me as renewals come in. I respond with a thank-you email that includes the new "Did You Know?" one-pager. We also use that opportunity to request directory updates and urge them to ask coworkers to subscribe to *The Balance Wheel*.
- I use the renewal information Judy provides to keep a spreadsheet of current members and their invoice contacts. I share that back with Judy weekly to ensure accuracy.

As of 09/09/22, ACI has

- 13 Agency-level members, including...
 - 10 state agencies
 - 1 Federal agency
 - 2 NGOs
- 1 Individual-level member

Communications

- Updated the website to reflect new board members, Spirit award winner (and new name), thank-you resolution for Tennessee and other post-conference matters.
- Next issue of *The Balance Wheel* will be published Thursday, Sept. 15 and emailed to 568 subscribers. Articles will include, among others, a recap of the conference keynote address, a recap of the Video Roundtable session and a request of members to share the most helpful feedback/critiques they receive from contest judges.
- We had 9 scholarship recipients at this year's conference. All but two have submitted their articles, and they promise theirs shortly. One (Dan D.) submitted 2 articles.
- 732 Facebook likes (+36)
- 870 Facebook followers (+39)
- 18 Facebook posts (July-Aug.)
- The ACI Group Facebook page is one that allows members to post messages and ask/answer questions. We also re-post items from the main FB page there. It currently has 93 members (+7).