

# ACI Board Conference Call

05/21/13

## Attendance

Robin Cahoon, Randy Zellers, Jeff Williams, Don King, Chuck Schlueter, Tom Cadden, Amanda Stroud, David Lane, Kim Nix

## Review Minutes

### ACTION ITEM

Chuck Schlueter made a motion to approve the minutes from the last meeting. Randy Zellers seconded the motion. The motion passed unanimously.

## Conference Update

Robin Cahoon reported that arrangements for the 2013 anniversary conference are moving along as smoothly as possible. The conference Website is up and running ([aci20013.org](http://aci20013.org)), registration is open, and all but two travel scholarships have been allocated. Robin shared a draft agenda with the Board via e-mail yesterday and the consensus was that it looked like there was a good variety of topics and that it was shaping up to be a great conference.

Robin has sent a letter to all of the state wildlife agency directors, from her state director, encouraging them to send at least one representative to the conference. She is also promoting the conference on the ACI Facebook page. Randy Zellers will send out an e-mail blast about the conference as soon as Robin has an updated draft agenda available. That updated draft should be available by the end of this week.

Don King volunteered to contact Drew Kelly and JF Griffin to ask if they'd be willing to become a conference sponsor. Robin will email Don the sponsorship cost and benefit information sheet. She did say that she is happy to work on other sponsorship options if sponsors want something custom.

## Treasurer Report

Current Checking Account Balance: \$18,368.79 (began fiscal year on July 1 at \$19,638.51)

Final notice for ACI dues payment was sent via Certified/Return Receipt Mail on March 5 to 27 agency, NGO and individuals. Of those, 2 mailings had no return, 1 was returned as undeliverable and 1 payment was received.

58 dues payments have been made to date, and all ACI contest fees have been collected.

The following agencies, organizations and individuals did not submit fees and will be dropped from "in good standing" status . . . California, Kansas, Council for Environmental Education, National Bobwhite Quail Initiative, The Wildlife Society, Chris Chaffin, Dottie Head, and Andi Cooper.

Pending Board approval, the following agency and individuals have applied for membership . . . Colorado (agency member), Melinda Patterson, Pisgah Forest NC (individual member – director of the Pisgah Center for Wildlife Education), Bethann Garramon Merkle, Choteau MT (individual member – an outdoor blogger), and Marianne Burke (individuals member).

### ACTION ITEM

Chuck Schlueter made a motion to approve the new memberships listed above. Robin Cahoon seconded the motion. The motion passed unanimously.

Robin Cahoon will send the ACI Webmaster the list of memberships to remove and add from the Website.

Chuck Schlueter will prepare a draft budget and send it to Don King prior to the conference in July.

### **Awards Report**

The awards process has been going smoothly with about two-thirds of the category chairs having returned their score sheets after the judging. Kim Nix will follow up with the remainder to make sure they are submitted soon.

Scott Bonertz from Nebraska was a category chair and resigned before he could complete the process. Kim Nix took that category and had it judged.

Kim Nix requested that a new category be added to the awards program and that the Board approve it with a vote. The Online Community Engagement category will replace the E-newsletter category. The following is a description:

The Online Community Engagement category award is presented to the agency that engages their online community in an innovative and creative manner and as an integral part of their communications efforts to achieve desired results. Submissions may include wide range of available online community engagement channels, including (but NOT limited to) Facebook, Twitter, YouTube, blogs, Flickr, e-mail newsletters or campaigns. Judges will evaluate site layout and features, tone, quality of conversation and reader participation.

Submissions are considered according to:

**Strategy:** Please provide an explanation of why you believe your entry satisfies the criteria for the category entered. Include your online engagement strategy. Please ensure your submission references research, creativity, demographic targets, technologies levered as well as other strategic considerations for the campaign.

**Execution:** Please provide an explanation of how the campaign was implemented and its level of success.

**Creativity:** Criteria such as consumer engagement, unique use of media types, creativity dynamics and integration with overall campaign will be considered.

**Results:** Each submission must include qualitative and quantitative data to support claims of success. Did the campaign achieve its objectives and goals?

### ACTION ITEM

Robin Cahoon made a motion to approve Kim's request for a new awards category as described. Tom Cadden seconded the motion. The motion passed unanimously.

The awards entries will be shipped to Utah for display during the conference and Kim Nix will work with Robin Cahoon to find an appropriate location. Kim will also have the awards plaques shipped to Utah before the conference.

### **Other Items/Business**

- Don King will touch base with the people from Nebraska to see if they are still planning to host the 2014 conference.
- Randy Zellers mentioned that the application brochure needs to be updated to reflect the new treasurer's name and clean up the dated look.
- Look at a more effective way present the Balanced Wheel newsletter.
- Need to have a plan for advancement of the \$50K Certificate of Deposit matures this fall.
- Need to replace the treasurer, since Chuck Schlueter tenured his resignation.
- Have a discussion on whether to pay the treasurer.
- Discuss whether to pay/reimburse Web designer to attend conference, similar to the arrangement with the newsletter editor, in exchange to have them create/host/manage the conference Web sites.
- Determine which state is hosting the next few conferences.
- Discuss the need for a membership recruitment and retention committee, and if that would be effective.
- Select a new Northeast liaison, since Scott Bonertz (Nebraska) is leaving.