

**Association for Conservation Information
Board Meeting** (conference call)
6/10/2015

Call to Order: President Micah Holmes called the meeting to order.

Roll Call (Kim Nix): Micah Holmes (President, OK), Judy Stokes Weber (Treasurer, NH), Kim Nix (Secretary, AL), Tom Cadden (AZ), Phil Bloom (IN), Robin Cahoon (Vice President, UT), Regina Knauer (MO), Randy Zellers (AR), Jane Gustafson (NE), Aaron Meier (NV), Michael Gray (KY), Kathy Garza-Behr (OH), Julie Hammonds (Awards, AZ), and Kay Ellerhoff (Futures, MT)

Unable to attend: Rachel Piacenza (RBFF) and Don King (Immediate Past President, TN)

Approval of Minutes: Robin Cahoon made a motion to approve the February and April meeting minutes and Jane Gustafson seconded. Motion passed.

Treasurer's Report: Judy Stokes Weber reported the following regarding the ACI budget:

Checking account balance as of 5/31/15: \$72,005.76

Money market account balance as of 5/31/15: \$7501.18

PayPal account: \$3,635.78

Outstanding expenses:

- \$5,200 for Travel scholarships sent to AZ; will clear checking account in June statement.
- \$4,680 additional promo travel stipends.

Estimated balance on hand today - \$73,262.72

Performance Review - CPA has been engaged. Judy will deliver materials for them before June 16. The plan is to have the bound CPA review available for the board meeting on July 13 at 3 pm.

Checks written since the last report:

- \$500 to Ken Stone CPA for ACI financial review
- \$500 to Judy Stokes Weber—2014 stipend as per bylaws, authorized by M. Holmes

Micah has drafted a budget that will be voted on at the next board meeting.

Membership

Great Outdoors Colorado (GOCO) and the Aquatic Resources Association have both requested membership in ACI. GOCO invests a portion of Colorado lottery proceeds to help preserve and enhance the state's parks, trails, wildlife, rivers and open spaces. Their board awards competitive grants to local governments and land trusts and makes investments through Colorado Parks and Wildlife. The organization has committed more than \$825 million in lottery proceeds to more

than 4,500 projects without any tax dollar support.

http://www.goco.org/sites/default/files/2014FactSheet_0.pdf

The Aquatic Resources Association is the member organization for the state agencies' aquatic education coordinators.

Regina Knauer made a motion to approve both memberships, and Robin seconded. Motion passed.

With these two new memberships, ACI now has 46 agency members. The 14 states who are not members at this time: AK, CA, CT, DE, ID, IL, LA, MD, MS, NY, RI, SD, TN, and WI.

Micah sent out letters to states who are not members but did not get much response.

Judy suggested that we form a membership committee that could work on encouraging new members and Micah agreed this is a good idea.

Judy suggests this scope of work for committee:

- We should work on those who attend this year's conference on the "promotional" scholarships to get them engaged. They could be ad hoc members of the membership committee to help the committee figure out what we need to do and say to get engagement from 100 percent of SFWA. Give them something to do and learn from them.
- Consider a mentorship relationship between board members or committee members and other states in their region to make a little extra effort to keep them informed about the Balance wheel, awards, etc.
- Put together a welcome to ACI package that can be sent when people join or renew.
- Put together a recruitment program/tool with compelling arguments for and benefits of membership.

Futures Report (Kay Ellerhoff): Conference commitments have been accepted through 2019.

2015--Arizona Game and Fish Commission. Contact: Tom Cadden, July 13-17. Flagstaff, AZ. High Country Conference Center near campus of Northern Arizona University. Hotel: Drury Inn and Suites and others.

2016--Missouri Department of Conservation. Contact: Regina Knauer, Karen Hudson. Tentative date: July 11-15. Possible hotel: University Plaza Holiday Inn Hotel and Convention Center, Springfield, MO. Possible sessions at Bass Pro Shop's WOLF Hall.

2017--Nevada Division of Wildlife. Contacts: Teresa Moiola, Aaron Meier.

2018--Alabama Department of Conservation and Natural Resources. Contact: Kim Nix

2019--Pennsylvania Game Commission. Contacts: Stephen Smith, Travis Lau

Robin suggested that we ask everyone who has committed to hosting send ACI an official letter of invitation.

2016 Conference:

Regina Knauer introduced Karen Hudson, Missouri's marketing specialist. The week of July 11 is the tentative date for the 2016 conference. They have been talking with an event planner that will help organize the conference.

Missouri plans to have some offsite sessions and several opportunities are being explored. These include a visit to the WOLF school owned by Bass Pro Shops and a visit to a minor league baseball stadium where the Missouri Dept. has done some tie-in marketing.

Balance Wheel Report (Randy Zellers): The next newsletter will be coming out within the next two weeks. It will include info on the conference to include promoting the auction. Randy will be using some of this year's award entries as catalysts for articles.

Awards Committee (Julie Hammonds):

This year, there were 366 entries, which is an all-time high. The average between 2010 and 2013 was 299.

The results for all categories have been checked and certified. The list is kept secret until the awards banquet at the conference. A list of winning states (but not winners) has gone to Micah and Tom for use in promoting the contest. The awards presentation is being developed.

The potential for taking the contest online is still under discussion. A presentation will be made at this year's conference, either at the board meeting or the business meeting or both, to continue the conversation and invite more input.

Travel Scholarship Report (Submitted by Robin Cahoon):

All scholarships have been awarded. If anyone was turned away, it was because someone in their agency had already received a scholarship. The program only allows one scholarship per member organization.

Conference Report (Tom Cadden): 75 people have already registered for the conference. This includes 19 scholarships and the hotel block is full. He has sent info on some alternate hotels to potential attendees. Although the room block is full, the conference facility can hold up to 100 attendees during the sessions and meals.

All the speakers are set. Jeff Kurrus of Nebraska has a conflict and cannot host the magazine session, but Tom Dickson from Montana has stepped in.

\$16,000-17,000 in sponsorship money has been obtained.

The schedule will be similar to past year's: board meeting and welcome reception on Monday; sessions during the day on Tuesday, Tuesday night-auction dinner. Wednesday is the Grand Canyon trip-sack lunches will be provided after a morning session and there are a few hours of

free time scheduled on the south rim for everybody. Wednesday night's dinner will be on your own. Thursday sessions include the business meeting, morning sessions and breakout sessions in the afternoon. The breakout sessions will be for magazine, video and communications. The awards dinner is Thursday night.

Several trips and auction prizes have already been obtained, but everyone is encouraged to donate any auction items they have available.

Robin requested that Judy send a \$4,680 check to Tom for the additional scholarships. With a scholarship awarded to new member Colorado Great Outdoors, it makes 10 scholarships, so the amount will need to be modified to \$5,200.

New Business (Micah Holmes):

Micah said three new board positions need to be filled and voted on during the conference business meeting. He asked that it be mentioned to anyone who might consider serving. Regina said it would be helpful to make it clear how board members are selected since there was some confusion last year.

Old Business (Micah Holmes):

Micah reminded everyone that new people can be signed up to receive the Balance Wheel at any time. Just let Randy Zellers know their emails.

Adjournment: The meeting was adjourned.

Submitted by Kim Nix, Secretary