

## 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 ● November 8, 2016 ● 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)
- Micah Homes (OK, Past President, Ways & Means)
- Jane Gustafson (NE, Board)
- Aaron Meier (NV, Board)
- Blake Podhajsky (OK, Board)
- Dan Dennison (HI, Board)
- Jeff Kurrus (NE, Board)
- Bonnie Holding (ME, Board)
- Julie Hammonds (AZ, Awards)
- Scott Ball (FL, Communications)
- Randy Zellers (AR, Auction)

#### Unable to Attend:

- Michael Gray (KY, Board, Scholarships)
- Mandy DiMartino (NJ, Board)
- Joanie Straub (MO, Board)
- Kay Ellerhoff (MT, Futures)
- Phil Bloom (IN, Conference)

#### ITEM NO. 4: Approval of Minutes.

**MOTION:** Jenifer Wisniewski moved to approve the Sept. 13, 2016 Board Meeting Minutes. Jane Gustafson 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

Kim Nix encourages everyone to make sure and vote.

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

As of Nov. 7, 2016 28 Membership renewals have been paid and now include: Alabama, AREA, Arkansas, Colorado, Congressional Sportsmen's Foundation, Georgia, Hawaii, Indiana, Kansas, Maine, Michigan, Missouri, Nebraska, Nebraska Forest Service (waiver), Nevada, New Hampshire, New Jersey, New Mexico, Ohio, Oklahoma, PA Game, PA Fish and Boat, S. Carolina, Texas, Utah, Wyoming, Vermont, Virginia. Sponsorships include: Southwick Associates.

The fiscal report is as follows:

<b>September</b>						
10148	9/14/2016	Indiana Nat Res Foundation	\$5,000.00	\$54,600.06	x	
PP Transfer	9/15/2016	VT Dues and Awards	\$224.64	\$54,824.70	x	
10149	9/16/2016	OmniCONTESTS 30 day trial	\$900.00	\$53,924.70	x	
PP Transfer	9/16/2016	NV Dues and Awards	\$518.04	\$54,442.74	x	
PP Transfer	9/16/2016	NH Dues and awards	\$488.70	\$54,931.44	x	
Deposit	9/18/2016	Indiana Dues and Awards (2	\$590.00	\$55,521.44	x	
Deposit	9/19/2016	New Mexico Dues and Awa	\$470.00	\$55,991.44	x	
PP Transfer	9/25/2016	PA Game Dues and Awards	\$576.72	\$56,568.16	x	
PP Transfer	9/25/2016	WY Dues and Awards	\$782.10	\$57,350.26	x	
PP Transfer	9/25/2016	OH Dues and Awards	\$253.98	\$57,604.24	x	
Deposit	9/25/2016	NE Dues and Awards	\$890.00	\$58,494.24	xbalanced	
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<b>October</b>						
10150	10.19.16	CNA Surety	\$257.00	\$58,237.24	x	
Deposit	10.19.16	AR, SC, OK, MO dues/award	\$2,750.00	\$60,987.24	xbalanced	
10151	10.28.16	Scott C. Ball Services	\$416.00	\$60,571.24		
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<b>November</b>						
PP Transfer	11.1.16	Congress. Sportmens Dues	\$195.30	\$60,766.54		
10152		Void - misprint				
10153	11.1.16	OmniSolutions Grp Balance	\$3,100.00	\$57,666.54		
PP Transfer	11.2.16	Southwick Associates	\$244.20	\$57,910.74		
PP TTransfer	11.3.16	PA Fish and Boat Dues	\$195.30	\$58,106.04		
PP Transfer	11.7.16	VA Dues	\$195.30	\$58,301.34		

Note: ACI has a cash balance of \$58,301.34 and just over \$7500 in money market account.

#### ITEM NO. 7: ACI Website Update.

Presented by Lance Cherry, Secretary

The new ACI Website is up and it's responsive and dynamic. The new website has an added layer of security to protect the integrity of the site and our host and is loaded with all the bells and whistles. Aside from the standard functionality such as integrated PayPal and MailChimp subscription options, the site now boasts the ability to have a working calendar, a searchable directory and real-time news feeds to the homepage. As a responsive design it is also reader friendly on countless mobile devices and browsers. The site has been submitted to Google and Bing and is currently being crawled on a regular bases and has SEO functionality built into the backend system. It is my hope you all have had an opportunity to visit the site and are happy with the direction we have taken it. I think both Scott and I recognize there are still some improvements to be made, but over time I believe this is something this board can truly be proud of.

#### ITEM NO. 8: Communications Report.

Presented by Scott Ball, Membership Communications Chair

**Communications:** Lance Cherry, Secretary, has completed the transfer of website to WordPress. He has walked Scott Ball through the process of using it, and I am taking baby steps in getting familiar with the controls. The next issue of The Balance Wheel (TBW) scheduled for Nov. 15, 2016. Future issues to be released on the 15th day of odd-number months or the soonest business day after. TBW will be available online, with an email teaser being sent through MailChimp. For the long-term, back issues of TBW will be added to the website as time permits. Scott is posting to the ACI Facebook page at least every other week. A special thanks was given to Kim Nix and Micah Homes for providing suggestions. All suggestions welcome.

**Membership:** Scott has received lists from Jenifer Wisniewski via Judy Stokes Weber. He is currently working with Judy to confirm active status of member states and the accuracy of the information and education chiefs listed. Once complete, he will update the website accordingly and use it to prepare outreach to non-members. Scott is working with Judy on an outreach strategy for lapsed and other non-members. Outreach is scheduled to begin in January, following the final collection of dues. The new strategy will involve emails to potential members, modeled on existing outreach materials. A revision of the online PDF brochure has been made, updating Judy's contact info. Scott is planning to redesign the brochure in the future. Scott is working on revising the ACI letterhead. A request was made for a camera-ready version of the ACI logo. Lance will create a high-resolution vector version of the logo for future production purposes.

**ITEM NO. 9: 2016 ACI Annual Conference Closeout (Nevada).**

Presented by Aaron Meier, Board Member

After receiving the hotel commission, Nevada is please to announce \$12,032.57 is being returned to ACI. The conference is officially closed.

The following financial report was provided:

**2016 ACI Conference – Lake Tahoe  
 Final Financial Statement**

**REVENUE**

ACI Conference Seed Money -	\$ 5,000.00
Sponsorships	\$31,935.00
Registrations	\$21,875.00
Hotel Commission	\$ 4,254.80
Scholarship Investment by ACI	\$19,826.54
• Cost of Registrations	\$ 6,600.00
• Cost of Rooms	\$13,226.54
Auction Proceeds	<u>\$ 3,224.44</u>

**TOTAL REVENUE**

**\$84,450.30**

**\$84,455.30**

**EXPENSES**

Speaker Fees	
• Todd Felts	
• Christine Whitmarsh	
• Learfield Communications	\$ 3,000.00
MS Dixie Boat Cruise and Transportation	\$ 4,027.00
Alcohol and snacks for Hospitality Suite	\$ 841.02
Auction Items	\$ 670.85
Harvey's Hotel/Casino	\$54,874.50
• Welcome Reception	\$ 2,757.55
• Audio Visual	\$ 3,895.30
• Banquets/Breaks	\$37,407.58
• Room Charges	\$13,571.62
Delaney Events Management	<u>\$ 9,902.51</u>

**TOTAL EXPENSES**

**\$72,422.73**

**\$72,422.73**

**BALANCE TO BE RETURNED TO ACI**

**\$ 12,032.57**

**ITEM NO. 10: 2017 ACI Annual Conference (Indiana).**

Presented by Lance Cherry, Secretary, on behalf of 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. The State Park is approximately a one-hour drive from Indianapolis. The theme will be storytelling. Several potential keynote speakers are being evaluated. Some have been ruled out due to their high costs. At this time a few session speakers have been confirmed. Indiana is expecting approval of a waiver this week from the DNR director that will allow us to bypass state ethics policy and begin recruiting sponsors. Once the waiver is in place, we will approach Delaney Events to handle registration. Support committees including; transportation, budget/finance, field trips, food/beverage/hospitality, etc., have been identified and are working on assignments. Outreach/communications info is currently being developed for Balance Wheel, ACI Facebook and other forums.

**ITEM NO. 11: 2018 ACI Annual Conference (Missouri).**

Presented by Kim Nix, President, on behalf of Joanie Straub, Board Member and 2018 Conference Chair

Missouri's ACI Conference planning committee has settled on dates and location for the 2018 ACI conference. The conference will be held Sunday, July 15 to Thursday, July 19, 2018 in Springfield, MO. At their next conference planning committee, they hope to come up with a theme and select the hotel, with a goal of securing the location by Feb. 2017. Missouri is excited to showcase the Southwest part of the state. Consideration was made for urban areas, partnerships and a place that had a good airport for folks to fly into, but also to keep costs down. Springfield is much more affordable than St. Louis and/or KC.

**ITEM NO. 12: Futures Conference Report.**

Presented by Kay Ellerhoff, Future Conference Hosts Chair

No report at this time.

**ITEM NO. 13: Awards Committee.**

Presented by Julie Hammonds, Awards Committee Chair

Since the last meeting, Julie has established an Awards Committee for 2016–2017 with 18 members. She polled those members about splitting the Graphics category, re-activating the Video PSA category, and requiring children's magazines to be entered in one category so they compete against each other. Based on that consultation, it was decided to go ahead with the first two ideas but not the third. Then Julie started working with Omnicontests to build the online platform. That's been a learning curve, but it's going well. Committee members who volunteered to help have been invited to review the platform as it continues to be constructed. Next steps are to finish the platform for both entrants and judges, start publicizing the new process, and launch the contest (in January). Board members are encouraged to review the platform and may request the url from Julie by email at [Jhammonds@azgfd.gov](mailto:Jhammonds@azgfd.gov).

**ITEM NO. 14: Membership Recruitment Report.**

Presented by Jenifer Wisniewski, Vice President and Membership Chair

No report at this time. Kim Nix, President directed duties of the Membership Recruitment Committee be transferred to Scott Ball, Membership Communications Chair. There were no objections from the board. Jenifer Wisniewski, Vice President and Membership Chair and Board Members; Jane Gustafson, Bonnie Holding and Aaron Meier offered to provide assistance.

**ITEM NO. 15: Scholarship Report.**

Presented by Michael Gray, Board Member and Scholarship Chair

No report at this time.

**ITEM NO. 16: Auction Report.**

Presented by Randy Zellers, Auction Chair

No report at this time.

Kim Nix, President, requested Board Members provide ideas to Randy Zellers, Auction Chair and Gabe Giffin, Auction Co-Chair to help improve the auction. You may contact Randy Zellers at [Randy.Zellers@agfc.ar.gov](mailto:Randy.Zellers@agfc.ar.gov) or Gabe Giffin at [ggiffin@wlf.la.gov](mailto:ggiffin@wlf.la.gov) or 337-491-2000.

**ITEM NO. 17: Ways and Means Report.**

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

No report provided at this time.

**ITEM NO. 18: New Business.**

The next board meeting is scheduled for 11 a.m. CST, Tuesday, Jan. 10, 2016.

**AGENDA ITEM NO. 19: Adjournment.**

With no further business on the agenda, the meeting was adjourned at 10:45 a.m. MST.

A handwritten signature in blue ink that reads "Cherry".

*Submitted by Lance Cherry, Secretary*