

## MINUTES

### Association for Conservation Information Board Meeting

Conference Call ● March 3, 2021 ● 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)
- ✓ Sara DiRienzo (WY, Secretary, Scholarships)x
- ✓ Judy Stokes Weber (VT, Treasurer)
- ✓ Scott Ball (FL, Communications)
- ✓ Kay Ellerhoff (MT, Futures)
- ✓ Tim Akimoff (OR, Board)
- ✓ Patricia Allen (AFWA, Board)x
- ✓ Jason Harmon (TN, Board)
- ✓ Darrin Hill (OK, Board)x
- ✓ Micah Homes (OK, Ways & Means)x
- ✓ Kyle Martens (NE, Board)
- ✓ Aaron Meier (NV, Awards)x
- ✓ Alix Pedraza (SC, Board)x
- ✓ Nadia Reimer (KS, Board)x
- ✓ Ashley Sanchez (NV, Board)
- ✓ Craig Sanchez (NM, Board)

#### Unable to Attend:

- ✓ Kim Nix (AL, Immediate Past President)

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

**MOTION:** Craig Sanchez moved to approve Jan. 2021 board meeting minutes, with one amendment. Judy Stokes Weber 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 welcomed everyone to the meeting, and said it felt like it's been a while since we all talked. She said she was looking forward to hearing about the virtual conference and updating everyone on the multistate grants.

#### ITEM NO. 5: ACI multistate grant update.

Presented by Jenifer Wisniewski, President

Jenifer updated the ACI Board on the work of the Multistate Grant Committee. The committee reviewed 22 of the best applications for R3 marketing project, funding applications from Idaho, Connecticut, Oklahoma, Louisiana and Nebraska. Each state will receive \$50,000 to execute their campaigns and provide reports.

There is another opportunity available for states to test email and texting best practices. There is \$15,000 available for each for 8 states.

Jenifer presented a new approach to the board for an application for 2020. She proposed submitting a grant that would include the projects from the next five best states. The proposal would include the specific projects from state, therefore would be no selection process. It would simply be an allocation. The Multistate Grant committee would meet again rank the existing applications.

Micah commented in support of the proposal. He said ACI has been trying to become more relevant nationally, and this is one of the chances to do so. If there already is a good slate of grants, most of the work is already done. Micah advised the Committee check with states to see if they can carry over for the next year.

**MOTION:** Jenifer Wisniewski, moved that the ACI board permit the Multistate Grant Committee to pursue a multistate application for 2022 that encompasses a selection of the top remaining R3 marketing projects. Judy Stokes Weber seconded the motion.

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

#### **ITEM NO. 6: Communications Report.**

Presented by Scott Ball, Membership Communications Chair

Scott is working on the upcoming Balance Wheel. He recently asked the membership about their work during in pandemic times. He intends to share snippets of the responses. Scott requested people send him a response — what happens when the public calls your main number? How are calls routed to and from folks working from home? How are states managing this?

#### **Membership**

- As of 02/26/2021, ACI has
  - 48 Agency-level members, including...
    - 40 state agencies, representing 38 states
    - 1 federal agency
    - 7 NGOs
  - 2 Sponsor-level members
- Will include a second request for directory updates in the March 15 Balance Wheel.

#### **Communications**

- Next issue of The Balance Wheel will be published March 15 and emailed to 582 subscribers (587 last report; -5)
- 631 Facebook likes (+6)
- 749 Facebook followers (+6)
- 13 Facebook posts (Jan.-Feb.)

#### **ITEM NO. 7: Treasurer's Report.**

Presented by Judy Stokes Weber, Treasurer

Judy updated the board on a new supporter -- National Bowhunter Education Association, based in South Dakota. They submitted a \$500 sponsorship.

Randall Cox, has transferred registered agency business to Darlene Ganje. We were notified of the transition, and Sara is going to serve as the responsible party as the back-up, if needed. The agreement is appended for review.

Quiet time of the year for ACI. Here is the checkbook register through 2.28.21.

<b>JAN</b>					\$93,363.74
Check	1.13.21	Utah 2021 Dues and Awards		\$520.00	\$93,883.74
	10256	1.13.21	K2 Awards and Apparel	\$3,011.30	\$90,872.44
	10258	1.13.21	T Stipend WCPLLC	\$1,250.00	\$89,622.44
	10257	1.15.21	Scott Ball Comm Stipend	\$1,250.00	\$88,372.44
Check	1.28.21	EGLI - extra Plaque reimb		\$36.99	\$88,409.43
Check	1.28.21	MA 2021 Dues		\$200.00	\$88,609.43
<b>Feb</b>					
		No transactions			

#### **ITEM NO. 8: 2020 ACI Conference Update.**

Presented by Lance Cherry, Vice President

Lance reported New Mexico has cancelled everything formally in place for a physical conference. He is working on the conference pricing structure with Delaney. New Mexico is was hoping to use the Whova platform with a Zoom tie-in. The platform offers some added tools that would be good for the conference. New Mexico has asked for the “kitchen sink” of options to see what we can do online.

Lance said he might need to have a meeting soon with the board to get approval on the conference.

Scott asked about the auction. What is the plan? He volunteered to investigate an online auction platform.

Jennifer wondered about shipping for auction items. Would we make money from shipping anything? Should we focus on experiences that don’t require shipping?

Lance recommended an auction tool that could be integrated with our platform so it could be ongoing during the conference

Jennifer thanked Lance for being so flexible with conference design and approaches.

#### **ITEM NO. 9: Auction Report.**

Presented by Jenifer Wisniewski, Auction Chair

Craig and Jennifer are continuing working on this, so send ideas.

#### **ITEM NO. 10: Futures Conference Report.**

Presented by Kay Ellerhoff, Future Conference Hosts Chair

Kay surveyed all the upcoming conference states.

Michigan must resign from hosting in 2024. There is a spending freeze for all state government in the state. If anyone wanted to go to conference they wouldn't get permission to do so. ACI conference is another "COVID-causality for us" they regrettable said.

Kay plans to talk with North Carolina. She also pitched for Oklahoma or Nevada to shift up to 2024. Ashley said Nevada could fill in for 2024 if North Carolina cannot.

**ITEM NO. 11: Scholarship Report.**

Presented by Sara DiRienzo, Scholarship Chair

Nothing to report.

**ITEM NO. 12: Awards Report.**

Presented by Jenifer Wisniewski on behalf of Aaron Meier, Awards Chairs

The Regulations Publication category is back in the contest. The majority of people, including the ACI board members, remain stalwart in their resolution to wait until the last minute to enter.

#deadlinemotivated

Aaron is beginning to receive a steady stream of questions regarding entries. He intends to ask Scott for help to drive entries in the upcoming Balance Wheel.

The deadline is March 26 for submissions.

**ITEM NO. 13: Ways and Means Report.**

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

Micah asked the board consider how we want to facilitate the voting for new officers in a virtual setting.

Lance suggested with Zoom in the webinar setting; there is a voting tool that could be used.

Lance said he would investigate options with Cindy on a system.

Kay reminded the board that lifetime members have a vote, so we will need to account for that.

**ITEM NO. 14: New Business.**

Jason Harmon suggested the board consider of a flat rate for this year's registration for the virtual conference.

Lance said his goal is to get as many people as possible to attend.

Jennifer said it was a good consideration for discussion if there were options to pay per individual or a flat fee. Maybe anyone in your state can come if you are a member. She said it could be a good way to introduce other divisions within our agencies to ACI.

Darrin wondered if we've figured out the conference host next year. Lance said Whova is the tool being considered because of the rate and features, including the zoom integration.

**ITEM NO. 15: Adjournment.**

**MOTION:** Jenifer Wisniewski moved to Adjourn. Sara DiRienzo 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 11:43 a.m. MST. The next meeting will be May 5, 2021.

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Submitted by Sara DiRienzo, Secretary