

**Environmental Education Alliance of Georgia
Board Meeting
November 1, 2007
10:00 AM – 4:00 PM**

Board Member Attendance: *Walter Lane, Donna Stewart, Susan Sams, Z Ganaway, Eric Mosley, Sally Pamplin, Rebecca Gilbert, Kim Bailey, Judy Cox, Sharon Smith, Jennifer McCoy, Jo Adang, Keely Walker-Muse, Amanda Buice, Claire Hayes-Waggenspack, Lisa Weinstein, Kris Irwin, Annie Quinting, Kitty Spivey, Venetia Butler, David Hedgepath, Gail Marshall*

Others in Attendance: *Amy Taylor, Forester at Packaging Corporation of America (PCA) – Member at Large*

Contact Information for Amy Taylor:

Forester
Packaging Corporation of America
P.O. Box 1048
Valdosta, GA 31603
Work 229-559-2317
E-Mail ataylor@packagingcorp.com
Mobile 229-548-8656

Welcome and Introductions

- Walter shared new format of the agenda – time frames came from everyone who submitted items

Nominations Committee Report – Sally Pamplin

- Sheri and Nikki have already stepped down
- Really need to focus on working on diversifying our board and organization
- Everyone needs to look for prospective board members and start recruiting them now! In addition need to look for individuals for the executive committee
- Nominations Committee must receive ballots by March 14
- Vote at the EEA Conference and announce results at the EEA Conference on March 15
- Everyone checking map of board member locations and submit any changes to Sally
- Sally to send form to Rebecca to get posted on current EEA website
- See Sally if you CAN NOT serve on the EEA Board

NAAEE Conference – Sharon Smith

- Sharon wants to hear from the board about what we would like her to try to attend/find out about at the conference
 1. Finding out about other organizations that might have paid directors.
 2. Finding out about the size of other boards and if they sponsor field trips.
 3. What kind of programs other affiliates support?

4. What it means to be an affiliate related to NAAEE – updates to affiliate responsibilities.
- Last year, Kim received a survey about what the make-up of affiliate boards look like across the country
 - Sharon will be taking a Georgia basket to the conference so if anyone has anything to donate then please send to Sharon (any Georgia specific product)
 - Sharon received \$800 scholarship to attend the conference

Outdoor Classroom Symposium 2007 – Sharon Smith

- 267 attendees – Record Number (3 higher than ever before)
- Higher on-site registration than anticipated
- Evaluations were overall positive – Space/Facility was too small for the actual symposium
- Invoices are still coming in
- Committee worked well together and handled last minute emergencies and changes
- Tentative New Co-Chairs for 2008 – Karen Garland and Suki Janssen
- Well be tentatively hosted in Athens – no date selected at this point
- December 14th will be the wrap-up meeting around noon with lunch for the 2007 committee and finish up the final report
- Do the chairs have to be a member of the board? Walter will double check the by-laws to see if that is a requirement of EEA

Financial Report – Jo Adang

- Jo has only heard from 5 people about approval of 08 budget so we need to address this now
- Higher Ed has had money from 2007 rolled over to 2008
- Approval of 2007 Budget – Unanimous agreement
- Proposed 2008 Budget – tabled until later in meeting
- Without moving the money out of current savings to a high interest rate we will make \$6,000 in interest income
- Jana and Jo are planning on moving (due to FDIC insurance at the bank – will not be insured for more than \$100,000 even if in multiple accounts) money into higher earning accounts.
 1. Currently need approximately \$50,000 in liquid money to handle all MOAs
 2. \$30,000 will be put in a BB&T Money Market with a 4.0% return
 3. \$70,000 will be put in an ING high interest account (liquid money which can be transferred to checking for use if needed and can also move back to ING at 4.5% currently)
 4. Remaining could be invested in long-term interest in CDs (6 – 12 month CDs) currently unsure of the interest rates associated with those
 5. Kris suggest that we reevaluate at the renewal of CD to decide what we need to do with the interest each time
 6. Lisa suggests that at the next board meeting – discuss what we want to do with the interest that we earn and come up with a plan at that meeting

7. Walter is asking Jo to take everyone's feedback electronically as of what we want to do with the interest and at the next board meeting come to the decision
- Jo wants to know how many signatures we want to have on the account. Kim states that the by-laws state over \$5000 that there must be at least president and treasurer (plus bookkeeper)
 - At the last meeting we discussed the theft issue and all of the money has not been resolved
 - We are missing two \$879 payments from Bank of America – on-going debate working through this (back and forth between branch and corporate)
 - Jana was going to resubmit fraud paperwork to Bank of America to try to iron out this situation
 - Dunwoody Women's Club has donated \$100 to an educational program within EEA – suggested to provide a scholarship to EEA Conference (could mention at the EEA Conference that they helped support)

Membership – Walter Lane

- Have administrative help at Charlie Elliot – *thank you Vicki Foster* – to update the membership database to include all conference and will now get all OCS (88 new or renewing members) and Butterfly Symposium new members to update the database
- **Going to sit down with membership and website committees as we do have delinquent accounts in order to do reminders on membership**

Website – Amanda Buice, Eric Mosley, Kim Bailey

- Thank you Kim and Amanda for stepping up and getting things done!
- Moved forward and will set a deadline at the end of the month to get material up on the new website – once you will get username today you will be able to update your page
- Walter's staff will help us update the members to the website
- Amanda –
 1. Met with Loren from Dream Studios and had a conference with website committee – what functions we wanted it to have
 2. Developed front page logo with butterfly
 3. We can go live as soon as we update all of the information on the site
 4. Susan has been trained to update the website
 5. Went through the tabs to see who it made sense to update the certain sections of the websites
 6. November 30th is deadline to update your area of the website
 7. Have until December to review and then live in January
 8. Wanted to have system to notify individuals 3 months, 2 months, 1 month about renewing their membership (extra option – will require approval and additional fees)
 9. Membership – Amanda worked on updating information and it was a lot to add in

10. Loren wanted to work out how we could do on-line sign-up for membership
- Geography, what events they attended, address, eliminate duplicate entries, birthday, type of job position currently hold – with all of this it would be an additional \$5000 to input – Loren suggested sticking with just the basics right now and then add that on if wanted to.
 - Phase 1: Entering Content
 - Phase 2: Database
 - Phase 3: Credit Card Interface on Website (must have merchant account – Jana is checking to see if we can open one with BB&T without too high risks)
 - Phase 4: Archive; committee Worksheets – Kim says that can be done now with Phase 1
 - Kris asked about how easily the site can be changed – have to pick Level 1 and Level 2 to have (if changed it would be a fee-based issue); wanted to have a more prominent place on the page for ATEE then in the second level
 - Sharon asked if the current website would be updated in the meantime before the new website went public and how the information would be updated – not feasible because having to pay for every change
 - Everyone needs to look over the EEA Web Site Who's In Charge sheet – add Vice President to the Annual EEA Conference as to updating
 - If you are not listed specifically on here you would be involved with the committee planning pages and on archives
 - Committee Planning Pages allow you to keep information on the website where everyone can access the information and not have to keep up with all the paper copies
 - Sharon asks if there is a way to post information as a word document or PDF – Kim stated that there is now a print option per page
 - Kris asked if it was a Wiki where it kept history and there isn't but Susan suggested each person keep a history at their own computer as well just in case
 - How to Post Information:
 1. You will be sent the link that goes to the behind the scenes page
 2. At the home page is the top list of areas and then a list of sub-navigation items (one person is in charge of a certain "aisle" however you still have access to other individual's "aisle" so each person needs to be respectful of sites (small changes okay)
 3. Once you go to your "aisle" ex – Conference Tab
 4. Go to pull down menu and go to "Edit Content"
 5. Under Page Body – put your information on the Conference
 6. You could put a little bit under the Page Summary (just for search issues)
 7. You could also set an end date for any recurring item if needed (optional)
 8. You could also list who can view the information by setting it at different levels.

9. Then save the version.
 10. Go to next page and you can make page more user friendly with added features – go to “Rich-Text Edit”
 - We do have a style guide for the website that everyone will receive to keep site looking consistent
 - Can link sites to a hyper link (so highlight item and click on hyperlink button)
 - “Continue” button is the save button
 11. Add Sub-Pages to the Conference Page (something on Call for Proposals) so click on “Add A Subtopic”
 12. Add Content Page Comes Up: insert a title “Call for Proposals”, Continue and it will show you it’s a sub topic (making sure there isn’t already a duplicate page.)
 13. At next page insert your Page Body and click “Save Changes”
 14. If on Call for Proposals, you wanted to have something that could be downloaded
 - Go to “Attachments” and you could upload from computer (my documents, my images, etc.) or website
 - Browse and find document and upload – give it a “title” and click submit
 - Then you can go and “Activate”
 - Then click View in Page
 - Has Attachments on the right hand side of the page – could copy the web address and then make it a link into your document
 15. If you wanted to add an image
 - Find hyperlink for the image and copy and paste it into your link (you must make sure it’s okay to use)
 - Go to “attachments” on main Conference Page and you could upload from a URL and type in the URL (could also do uploading an image from your computer)
 - It will bring up a page saying where you want it to be placed and potential cropping and then activate and save
 - When you insert a title for the images – be sure to use good titles for images to make it user friendly for all
- If you want an on-line submission form – we will still need to find a new place to house those on-line forms? We will have to pay someone to host that (could pay Pat or we could pay Loren)
 - Website Committee will be divided out to be overseeing a set of board members so that folks have a contact
 - Will send out links to everyone by next week
 - When you are at website – there will be a link for Admin Tools and there is a “Web-Site How Tos” in case you need a refresher
 - There is a section for EEA Tools – has Who’s In Charge of What and the Style Guide (there will be a link for this with the initial link)
 - Jennifer asks to clarify that calendar listings will go on the EEinGeorgia Website – correct

National Marine Education Association Conference – Venetia Butler

- In Savannah this year, July 2008
- Keynote Speaker is Fabien Cousteau
- Has a video Promo put together by Kathy Sakas – if you would like a copy to share, contact Venetia,

Monarchs Across Georgia – Jennifer McCoy

- Book Project (when go to Mexico) – Have partnership with scholastic Mexico and deliver books that they have received donations to purchase.
 1. Will receive with the minutes – the donation form
 2. Also ask for socks, pencils, etc.
- Symposium was a big success
- 1st of the two trips in February is full – space is still available with the second trip

ATEE – Kris Irwin

- Met as a committee and generated a final report about the analysis of this program
- At a point where they will need to present to the board a project plan on February 23rd and then ready to move to NAAEE
- Two components: Curriculum (Venetia) and Administration (Kim M-Z)
- What we need to have:
 1. **Identifying Certifying Agent** – Kris probably has Warnell School has certifier for this program
 2. **Program Administrator** (DNR, UGA, EEA) - maybe leftover funding can be put on the table for this position
 3. **Advisory Board** – drafted a list of members
 4. **Business Plan** – need assistance in this area – if you know of someone who has handled this in the past, contact Kim M-Z
 5. **Financial Management Plan** – same as business plan
 6. **Identify Program Personnel** – goes along with administrator
 7. **Creating a database of program record management** – goes along with administrator
 8. **Communication Strategy** - website that allows participants to track progress
 9. **Marketing Plan** – will be a big step further along in the process
 10. **Diversity Plan and Code of Ethics** – Kim M-Z will be asking at NAAEE conference
 11. **Operation Plan and Progress**
 12. **Evaluation Plan** – Short-term, course, yearly, 5-year evaluation and then what you are doing with the information
- Goal:
 1. By 2/1/07, executive committee will receive a draft document
 2. Have 2 weeks to review, comments on 2/13/07
 3. Then full board has one week to review and on 2/23/07 will present the final document at 2/23

4. Revisions by March 1st, present to EEA membership at the annual conference
 5. After conference input, by April 1st, will submit a letter of intent and then have 18 months to get everything together for the program.
- Fall of 2009 we would have an accredited EE Certification program in Georgia
 - If anyone knows of any talents for coursework – please contact Venetia

2008 Conference Update – Donna Stewart

- Sending out regular e-mail contacts so if not receiving, please let Donna know
- Eric is speaking with the outdoor activities person at Unicoi about field trips (they would want to be able to have their staff persons attend conference for free)
- Problem with old link has now been fixed
- Call for proposal has just been sent out – so please spread the word about it!
- Kitty asked if someone could send out an e-mail with the general call for proposals – Lisa to send out to the board
- Proposals due on November 26th – if you are able to review – please let Lisa know – goal is to have everything worked out before registration is open reviewers will have by December 6th and December 22nd they would be returned
- Question is do we need to have entire workshops up there at time of registration or just a sampling of some of the workshops (no programs actually up there yet?)
- Please recruit for donations for Silent Auction:
- Conference Silent Auction:
 - Motion: That proceeds from Silent Auction go to Petey's medical expenses and that we take out of EEA surplus the same amount to match scholarships for following year.
 - Kris Motioned, Sharon 2nd
 - Discussion:
 - Kim suggested putting a maximum for the matching scholarship amount – Claire suggested that up to \$3,500 matching for the scholarship
 - Some discussion on if we are able to do this type of a donation – clarifying who is making the donation versus if the person donating gets a tax deductible form.
 - Amend motion: that the Silent Auction Chair look into legality of making a donation
 - The proceeds from the Silent Auction at the 2007 EEA Conference go towards Petey's medical bills and then we would match from the EEA reserve that amount (up to \$3500) to pay for the scholarships at the 2009 Conference and that the Silent Auction Chair look into the legality of making a donation (report back to the board if there is a problem or not)
 - Voted: Unanimous to pass

Conference Keynote – Lisa Weinstein

- Have 2 of the 3 keynotes selected (Friday, Saturday, Sunday Morning)

- ATEE will have a presentation on Saturday
- Friday or Sunday: David Wagner (author of Caterpillars of North America) will speak about Butterfly Conservation
- Still trying to find another Keynote: Sally is looking into this – Caroline Lewis, Mildred McClain, David Sobel

Scholarships – Claire Hayes

- Have less money ~15 scholarships
- Should they hold out a certain number of presenter scholarships?
- Suggestion would be that if they pay for a certain number of folks to go then they only get a certain number of scholarships
- Minimum requirement to receive the scholarship
- Publish the rubric to show folks how to compete
- Suggestion of making service component a little stronger
 1. Making the after conference component volunteer area a little stronger?
 2. Reduced scholarship fee?
 3. Scholarship attendees write an article for the EEA Newsletter?
 4. Have the scholarship recipient do things back at their location to promote EEA?
 5. Suggestion of making it that the person pays and then gets reimbursed after the fact.
- Committee will take feedback and make decisions based on that

Award Nominations – Walter Lane

- Advisory Committee working with Walter to develop call for nominations for awards
- Don't typically get nominations for the awards – send them in!
- Get a list of past recipients – posted on the new website
- When do the award nominations go out?

Garden Club Environmental Study School – Z Ganaway

- Each speaker for each course will have to present 5 questions
- Make it more youth oriented
- Looking for speakers/teachers
- Course 1: Introduction on January 22 – 23 (\$60 for everything)
- Course 2: May 20 – 21 2008: Land
- Course 3: January 2009: Air
- Course 4: February 2009: Water
- Held at Callonwald near Emory University

Deadline for Newsletter: December 31st

TABLED ITEMS

Motion: Approval of Minutes from previous Meetings
Eric Motioned, Jennifer 2nd

Jennifer is presenting letter from Adopt-A-Stream and Project WET about reducing MOA fees from 10% to 5%

- Discussion focused on making sure that if we do reduce that we are covering all of our expenses
- Do we need to have this taken care of prior to December 31st?
- Lisa will tabulate all financial information to find out if it is financial secure for us to lower the percent charged for an MOA from 10% to 5%.
- Lisa will then send via e-mail the research and we will vote electronically

Approval of 2008 Budget: will be done via e-mail following approval of the MOA decision

Dividing Members Geographically

- Will be done in Phase 4 with members so trying to figure out how to divide out our current membership roster that way
- If member zip codes go into website we can send member e-mails to certain zip codes (areas of the state)
- Group came to a consensus that we should divide out members alphabetically so we have some sort of communication moving forward – Walter would like this to happen at the beginning of the year

November 8 – 10 will be going to Apalachicola Bay to Little George Island

New School Directory at EEinGeorgia

- Lists schools with variety of features including: compost bins, butterfly gardens, and more
- Help spread the word and also let them know that they can sign-up for it.

Will continue this type of agenda to make it happen

Meeting Adjourned at 2:45 PM