

**Environmental Education Alliance of Georgia
Board Meeting
May 24, 2007
9:30 AM – 1:30 PM**

Meeting Agenda

Board Members Present: Walter Lane, Annie Quinting, Lynn Larsen, Elise Berman, Kris Irwin, David Hedgepath, Susan Sams, Lisa Weinstein, Claire Haynes, Venetia Butler, Donna Stewart, Sharon Smith, , Kim Bailey, Jennifer McCoy, Amanda Buice, Kitty Spivey

Others Present: Kerri-Anne Lloyd, Carla Rapp, Jana Warren, Susan Meyers

Welcome and Introductions

Carla welcomes us to Georgia Forestry, will be around after financials if we need anything

Roberts Rules of Order

See Attached – add to the minutes as an addendum

Review Board Packet

Each board member needs to print out their copy of the board packet

Action Item: Walter to send out board packet with Lisa's correct information and all new board members including information about where each member's hometown is for easier carpooling

1. Job Descriptions Updates

- The vice president is still a 3-year term. Treasurer duties have changed dramatically. Hired a bookkeeper (Jana Warren) because of large amount of work included in dealing with that task

2. By-Laws

- The constitution of the organization – major changes will be voted on in order amend/change
- If there is something minor change – it will be a policy change

3. Strategic Plan

- Next meeting, the executive committee will come up with an update on the year for what will be going on and will present to full board
- Each Committee will come up with their own plan for the year

4. Committee Descriptions

- This will change as things get added and edited
- Once committees are chose those changes will be reflected in the committee member list

5. Calendar of Events

- Consensus was to have meetings at central location at the Georgia Forestry Headquarters in Forsyth.

- Thursday, July 26, 10:00 AM at Georgia Forestry Association (GFA) Headquarters
- Thursday, November 1, 10:00 AM at GFA Headquarters
- Saturday, February 23 at 10:00 AM at GFA Headquarters
- Thursday, May 15 at 10:00 AM at GFA Headquarters
- Outdoor Classroom Symposium (OCS) is October 14
- OCS Planning meeting is July 30 or 31 at Georgia Power
- OCS Meeting – 2nd week in September
- Susan will send in MAG information to Walter. Kerri Anne will send in OCC dates to Walter
- Marine Education Conference October 19 – 21 at Tybee Island
- Georgia Science Teacher Association – February 13 – 16
- National Marine Educators Conference in July 2008 in Savannah
- NAAEE Conference at Virginia Beach, VA – November 14 – 17
 - Donna will be going (UGA will pay)
 - EEA can send 2 people to the event - Venetia & Lisa expressed interest
- Environmental Education Alliance of Georgia (EEA) Annual Conference is March 14 - 16, 2008
- **Executive Committee meetings will be decided later - teleconference**

Lisa asked about who is on the advisory board

- Could we have a sheet of who is on there? Walter to look up who that is and will get from Advisory Board and will add to the board member manual

Mileage Reimbursement Discussion

Claire put a motion to coordinate mileage reimbursement with IRS rate/Seconded by Susan/Discussion amongst the board members

- David mentioned that the state rate is at 45 cents/mile. Walter mentioned that some organizations reimburse their own mileage for their trips (drive state cars.) Amanda mentioned that it shouldn't be after a certain amount of miles. Jennifer asked about how much that would truly be per meeting for all of the board members - It would be approximately \$4900 in mileage reimbursement for everyone who would ask for mileage reimbursement for the entire year for board meetings. Donna asked if we did ½ of the official amount it would cut in half. Donna asked about how much it costs to fill up the gas tank to get a comparison
- The motion would be that we would reimburse individuals for the government rate – IRS rate (*which can change*) for the mileage they incur when traveling to the meetings.
- Walter calls for those in favor: 17 in Favor/3 Opposed/Motion Passed
- Sharon stated a concern after the motion was made about excessive use of this line item and that it should be carefully watched and potential for abuse.
- Lynn asked about reimbursement for hotel stays for clarification

Approval of February 23rd meetings minutes (addendum)

Lynn moves to accept the minutes/Motion is seconded by David/Minutes approved by full board

Treasurer Information

1. Financial Report

- Jo could not attend today but Jana and Carla are representing Jo. Carla went over how to read the budget report for the new board members. Currently there is only an Expense 2007 budget not a revenue budget – **we need to develop that.** Some committees do have carryovers from previous years – including conference silent auction, ATEE (EE Summit), MAG. Remaining amount goes into the EEA General Fund – estimated balance of \$135,837.91 does not include MOA (EEinGeorgia, Project WET, Adopt-A-Stream, and one other one)
- Motion was made by Elise made motion to discuss the financial report/Lynn 2nd the motion/Discussion
 - Lynn asked what the \$3550 was for 2008 conference – down payment for 2008 Conference at Unicoi. Walter wanted to make sure we were clear about why we do not see the MOAs of the organization. Carla stated that we take 10% of the fees to cover our internal fees. Kim asked about 2007 OCS has income listed so where does that count towards – the conference comes out at zero so the carryover goes towards old 2006 conference
 - Georgia Power did \$2000 for conference, \$2000 for OCC and the remaining goes between MAG and other training. Carla is unsure of how that is divided out so she/Jana is checking on the OCC budget because some of it is sponsorship of the 2007 symposium.
 - Kim asks about how we handling the merchandise items – Jana is going to split out Green teacher in merchandise
 - Monarchs gets pulled out. EEA merchandise has been pulled out. Is there a 4th item that needs to be pulled out? If it gets sold at OCC or EEA it goes straight into the Merchandise Account instead of dividing out the revenue to each of the events
- Walter states the motion to accept financials with the 2006 amounts divided out from the 2007 funds for OCS, have the fundraising ironed out on which amount is going to each project from Georgia Pacific, and have the Merchandise in one item and Green Teacher as a sub-item of merchandising. In addition in the financial sheet have each item numbered so we can easily reference items we are discussing.
- Lisa asks about how we need to come up with an income budget
- Walter states that Jo will be presenting an income budget at some point with input from executive committee and then go to full board for approval

- Lynn motions to set up treasurers report as stated/Claire seconds/Walter called for a vote/All voted in favor – passed

2. Banking Options/Interest Bearing Accounts

Carla stated how EEA was looking at options for making revenue funds in account – Carla and Jana went to Bank of America and discussed options

- Whether we do CDs or interest-bearing accounts
- Small amount in interest and charged large amount in user fees so this is not going to be our best option as previously thought.
- Jana has now looked into another bank and they are going to provide other options – she is currently researching (maybe BB&T) Bank of America may be waiving the fees this year and she would have to call back each year to have the fees waived.
 - Jana will provide this information at the next meeting
 - Bank of America had okay CD potential. Executive Committee will be figuring out how much money we want to have in an interest-bearing account. Venetia states her concern about us carrying a high balance. Claire stated that it's okay and it's not profit – it's just listed as increase in net assets. Walter stated that we need to decide as a board how much money we need to have to keep us going. Carla stated that it is all of EEA's money and not the MOAs

3. Other Financial Matters

- Tax return has been filed
- When sending money to Jana - Jana will communicate back to you when the check has been received so that it's a double check to make sure that the money has arrived. Internally when we are trying to have people collecting money, have the money sent directly to Jana (if you send to Mansfield – it will take a little while to get to Jana)
 - Jana Warren's Home Address: 504 Double Oak Drive, Macon, GA 31204
- If you are dealing with an outside vendor – please send it to EEA at PO Box in Mansfield. If you are not sure where it is being sent check now so we can have all mail going to one central location.
- The financial forms also have Jo and Jana's address on there – Carla will make additional copies if individuals need it

Advance Training in Environmental Education (ATEE) Update

Report from Kris: Working on evaluating the existing programs currently out there including: North Carolina (NC), Kentucky (KY), Utah (UT), and Texas (TX)

Assessing how they are organized and how Georgia should proceed with setting up the program.

- Discussed creating an introductory course which would follow the North American Association of Environmental Educator (NAAEE) guidelines for the professional development of environmental educators. Still trying to find the framework for how to proceed.

- Environmental Literacy – Introductory Class
- Foundations of EE – Introductory Class
- Professional Responsibilities of the Environmental Educator
- Planning and Implementing
- Fostering Learning
- Assessment and Evaluation
- Questions that have arisen through meetings:
 1. What courses are out there currently?
 2. How do we manage credits/hours? And there distribution?
 3. Who would be managing the program
 4. How would it be done - who would handle the fees?
- NAAEE does not have their accreditation guidelines solidified – will be discussing with NAAEE folks about how to be accredited. Petey is going to collect forms from NC – documentation forms as examples (instructional workshops, minimum of 7, 10-hour workshops, have a list of workshops they are supposed to take, and classes are maintained by the office (state organization). Kim states that North Carolina would not currently be an accredited site (do not have the guidelines in place) by NAAEE for certification. Kris states that they are looking at mixing NC and TX (TX uses a rubric – each theme has an example of what would be acceptable to meet criteria (lists specific example on how this is possible)
- The committee is on a two-year time frame
- Jennifer asked about if there were any trends in the surveys that the ATEE committee received at the EEA Conference in March:
 - Only 33 surveys were turned in after the conference (previously sent survey's out to previous attendees). David wanted to clarify that this would be certification for Environmental Educators not teacher certification. People were interested in format (workshops, on-line courses.) Susan stated that once we get a long to formatting the program – she works on on-line courses and could assist. Kim states that the Wisconsin On-line courses may be able to be taught at varying universities. College workshops were on the other end of the spectrum (not large demand.) 25 out of 33 respondents said they would enroll in program and most were informal. In addition, most people said that EEA should organize the program.
- Sharon had a question about the potential for reciprocity of this certification between states – making sure this was a potential.
- Kim has a question about the other states that are doing certification and how many of them have paid staff doing this program – NC has paid staff, Kentucky is administered through State Parks, Texas is run through an offshoot of their NAAEE affiliate and created and ran the program so non-paid staff.
- Venetia clarified details with the North Carolina program. She encourages everyone to check out the North Carolina website (<http://www.eenorthcarolina.org/certification.htm>) and look over the NAAEE guidelines for educators

- Have programs and they are required so many hours in the various strands – on their website they have a listing of all the workshops, courses, classes that are approved (must have an approval committee). They have their instructional workshops – requiring courses such as WET, WILD, PLT and so many workshops must be done
- Something the committee wants to work on is the Assessment Documents – what do we want to know that the students have gained from the class? How many hours? How many courses in the strands? Look at documentation for the assessment - most difficult piece but most important piece to have
- Jennifer asks if we have cleared up problems with previous participants. Committee has been in contact with all parties that they can locate regarding the status of the program and they are being updated.
- Lisa asks about whether ATEE is an official committee
 - Walter says not currently but feels that it needs to be included and we can make that change if decided by board. David stated that there must be a structure in place to handle the program – what organization houses. Lisa asks if they should create a committee.
 - Kris makes a motion that ATEE is an ad hoc committee of EEA/Venetia 2nds the motion/Discussion
 - Lisa asks if they want to keep it ad hoc because we don't know EEA's involvement. Kitty asked if all members are board members of EEA. One of the outcomes of the committee would be a recommendation of whether they will need to be a committee
 - Walter calls for vote/Motion passed unanimously
- Jennifer asked about equitable course fees between the states
 - Kris stated that it may be difficult to iron that out. David stated that some programs will be on-line and so it will be individuals from multiple states
- Invitation is open for all board members to come to these ATEE meetings – will send out the next conference call days – Let Kim M-Z know if you are interested

Membership Assignments

Walter would like to divide the membership roster between all board members and communicate to each of them perhaps quarterly. **Walter would like to work with Kitty and Rebecca to divide up the EEA membership geographically so board members can periodically contact our membership.**

Once a quarter e-mail your individuals about what is going on for OCC, EEA, meeting minutes, requesting newsletter articles from the membership, serve on committees, etc.

- Walter will give a “standard” e-mail for board members to use
- A framework of what needs to be covered and then individual board members can personalize

- Sharon stated that the first e-mail should be this is what EEA is and this is what the committees are
- Kim asks if we send new members a welcome e-mail? Kitty states currently this is not the case.

Committees

Sign-up (description, weight committees)

Committee Reports (Brief Summary of last years accomplishments and this year's goals)

- **PR – update from Donna**
 - Kim M-Z gave PR an old display board from the Aquarium. Logo – do not have a new one – going to stick to current logo. Do not have new display board and do not have exhibit panels. Primary goal is the exhibit board and the brochure. Do not have an original document of the brochure that can be edited and it needs to be edited. Only way to do this is to type in the text manually – does anyone have the original on disk? Continue working with MAG and OCC to represent EEA on all printed material and vice versa
 - Annie Quinting will also be on the PR committee
- **OCC/Outdoor Classroom Symposium update from Sharon**
 - Susan Meyers is head of the door prize or giveaways (300 attendees) – passing around a sheet with what you can donate. Budget for the event – Sharon will send to Walter and executive committee for approval and then will go to full board. Kerri Anne created an electronic flyer for the database – will send to each board member to forward as well. Sharon has created a fact sheet about the council. Last year's Symposium had: 216 attendees (33 sessions – plus pre and post workshops to provide PLUs.) Has there been one in south Georgia? Is there a need to expand further south? Profit of approximately \$5000 (not official)
- **MAG – update from Susan**
 - Contact major universities (Minnesota, Georgia, and Kansas) to stay current on research projects. Pollinator Garden Certification is main focus currently (Board members can fill out form and purchase sign for their sites.) Mapping of milkweed – can do naturally growing milkweed or planted and hopefully will have that tabulated soon. Oversees the trip to Mexico every year for the Monarch migration. New addition for the organization is the Butterfly Symposium in September. Display Board does not reflect EEA on it, so solution was to get a banner for EEA to put in front of the display board (could also be used for OCC) Working with PR to develop these banners. Questions on the horizon: Does MAG want to birth into it's own organization with it's own staff member. This year MAG was in the black and have repaid all the money fronted to EEA. Starting field trips – send Jennifer an e-mail if she would like to know when the field trips are going to be
 - Report on Previous Mexico Trip

- In the Black on the trip – had two one-week long trips in February (smaller number of participants.) Had a conference call with executive board about concern over the trip (Red Flags were thrown up from the auditors about payments to one person.) Suggestion mentioned to contact Kathy Freund and the Travel Store to do trip through. Concerns are that Susan has personal contacts over the past 5 years when working with trip and wants to keep with those organizations. The other option is to incorporate into the own business
- **Newsletter**
 - Able to publish 2 out of 4 newsletters this year (Fairly time consuming - gathering articles and laying out and working with the printing.
 - Do we need to be doing 4 newsletters?
 - Do one for the conference, one for symposium. Contract is for 4 newsletters with 8 pages each and the last one – unsure of the exact amount – need to clarify with printing agency. Annie is proposing 2 newsletters (3 if there is a pressing need) and propose that she does the layout and that someone does the editing (break the job up and trip it down a little bit)
 - Are we committed to sending out 4 paper newsletters with what people have paid for? Claire and Mardie mentioned having a members-only section of website that certain people could get into with more up to date information
 - Feedback from the membership – 32 replies from surveys
 - Most people said that they would prefer to have it on-line – except they would like the conference issue in print. Anything on-line that has links would be preferable. Anything time sensitive should be on-line. Resource for training opportunities and information on conferences
 - Annie would like to send out one more print newsletter and highlight that we will be moving towards two printed newsletter prior to the conference – to be decided in July
 - Newsletter committee should get together and decide what they want to do and present at the next board meeting in July
- **Website**
 - No one has had contact with Nikki. We do not have a contract with the web developer (booked because of creating web sites for other EE orgs in other states – ends in August and then Georgia will be the next on board.) **Walter to look further into this.**
 - New website will have archived information on events – current system for OCC to share information on EEinGeorgia and this will be possible on new EEA website. Security levels for access for members as well. If committees want to store electronic files on the website – contact Kim Bailey about how you can set that up via EEinGeorgia.
- **Higher Ed, Training, Advisory Board – no report**
- **Fundraising – no new update**

- One fundraising attempt will be made and when funds are accrued it will be divided up percentage-wise to various programs. Where are grants going through? Going through funding and they are letting executive committee know if applying for grants. If looking for sponsorship is there someone who needs to approve it? It would first need to be run through fundraising and executive committee.
- **Membership**
 - Has sent an electronic report in advance
 - Annie wanted to know about if field trips were something that could bring the membership together and maybe a board member in that area offers a field trip in that area as a way of getting members involved.
 - Make it more personal, fun, and educational. Lisa was thinking about sorting the member base geographically for board members to contact instead of alphabetically. Perhaps setting up informal meetings with EEA memberships – similar to Sierra Club’s trip to the pub or restaurant. Venetia states that GSTA does this with districts. Donna states that it might also be a benefit of membership is getting to meet people. Claire references Kentucky’s “Get-Away” days for their membership (attendance has been fairly low but recent canoe trip to mammoth brought out higher number and then photography workshop. Jennifer states that MAG has a trip planned already for South Georgia. Could we partner with folks to take part in these field trips? We do have insurance for these field trips
- **Nominating**
 - Think about who you want to nurture for new board positions and new board members
- **South Eastern Affiliate Report**
 - Kim Bailey and Becky Champion are our representatives. At NAAEE conference will be a workshop with this group. Conference Exchanges – let Kim Bailey know if you are interested we can go to various other conferences in the southeast.

New Business - No new business

Announcements

- July 17 - 20 – trip to Ossabaw Island turtle program
- Trip to Peru and the Amazon for summer 2008 (environmental educationally oriented)
- International Turtle Conference – July 25 – 28 in Atlanta (freshwater)
- Any news on any activities, please send to Annie for the newsletter (anything happening in July or August)
- Walter and his wife are expecting in December
- Walter is the program manager at Charlie Elliott – need project wild coordinator

Adjourn at 2:00 PM

2007 Conference Debriefing Meeting 1:30 – 3:30 PM