

**Environmental Education Alliance of Georgia**  
**Board Meeting**  
**July 26, 2007**  
**10:00 AM – 3:00 PM**

*Attendance: Walter Lane, Donna Stewart, Eric Moseley, Holly Rutledge, Lynn Larsen, Elise Berman, Jo Adang, Kim Bailey, Becky Jones, Sharon Cowden, Jennifer McCoy, Judy Cox, Amanda Buice, David Hedgepath, Theodosia Wade, Keeley Walker Muse*

*Others in Attendance: Jana Walker*

**Welcome and Introductions**

**Approval of May 24<sup>th</sup> Minutes**

Motion: Jennifer, 2<sup>nd</sup>: Lynn, Approved Unanimously

**Financial Report**

**Bank Fraud**

- Jana was reconciling the accounts in June and noticed some potential fraud with the Bank of America (BOA) account
- Recognized two withdrawals under a Member's name -Cingular and Nextell account – totaling \$1500
- In researching - member had wallet stolen in May and inside was a reimbursement check for EEA; someone took the routing.
- Another withdrawal was attempted last week for \$800 to TMobile – EEA account was frozen at the time and only \$3000 was in the account. The Bank then froze the \$800 so it actually did not go out
- BOA has reimbursed EEA the \$1500
- EEA has closed the BOA account and moved account to BB&T
- Amount that EEA has in the bank is \$133,495 (if include the MOAs – it puts it at about \$180,00)
- BB&T recommends keeping \$50,000 liquid - The remaining we should invest.
  - BB& T offers a money market paying 4.5%
  - Option of on-line banking as well – Not Profit Orange account is paying at 5% at ING Direct
- Board needs to make a decision:
  1. Where to place the money (FDIC up to only \$100,000)
    - a. Eric recommended the CD option – higher amounts (Not trying to have a risky option with the amount)
    - b. Becky mentioned how on some money market accounts there is a routing number you get on checks
    - c. Donna knows how individual CDs work but would EEA be on the name

2. How much to invest and in how many accounts?
  - a. Walter recommends keeping a year's worth of money in the account to avoid constantly transferring.
  - b. Moving smaller amounts (up to what would be insured) in various accounts (different institutions)
3. What are the plans for the interest earned on those accounts?
  - a. Donna suggested that every year conference is budgeted to bring in revenue of \$10,000 every year – Board could approve to lessen profit margin of the conference. (Historically the \$10,000 was what was needed to operate – what if we lessened it to \$5000).
    - i. Donna would like the goal at \$5000 for the conference as it would allow the conference to become more affordable this year - currently cost per person (not including Friday night social, goody bags, conference trinkets) is \$106 - everyone pays for banquet.
    - ii. Registrants could do a la cart for other meals and social events as an economy package
  - b. Jennifer suggested Executive Director or some staff member for the organization
    - i. Carla Rapp had suggested outside of meeting that Walter contact the company that does EEA Conference registration to find out more about the executive director functions – **Walter will have information about it at the next meeting (pros and cons.)** How does EEA handle how much work it is asking the board to do? Jennifer suggested that Committee Chairs need to address what can actually be accounted for and then see what they need to have help with
    - ii. Walter will talk with folks and bring feedback back to the board – pros and cons of having an executive director.
      1. David says that he has worked with one of those executive director organizations – GSTA went from being in the black to in the red – contracted with University Partner (out of GT).
      2. Kim said there are always lots of sessions at NAAEE about the transition to having an Executive Director. Jennifer went to one of the sessions and said EEA has a lot more money than many other organizations that do have one.
    - iii. Theodosia brought up that down the road, ATEE will need a position to handle the job of organizing the certification program.
    - iv. Susan suggested investing into committee
    - v. Amanda suggested perhaps using additional money for a conference planner
    - vi. Membership could utilize a database manager to get a handle on the components of the entire EEA membership.

1. Database maintenance is not easily accomplished at this time (many steps.) ASG could do this (and if used on-line then it could just go into the registration database and member database)
  2. David also says that part of the conference is to encourage membership to become active and do capacity building so don't lose that.
  3. Sharon asked about how we get the current membership roster now for the upcoming OCS mailing?
    - a. Sharon said she would speak with Heather Merbs if she is interested in updating the membership roster with the 2007 conference registrants (who became members.)
    - b. David asked about the capacity of the membership database – with the Access database – developing that tool for the website.
- MOTION: Amanda makes a motion to allow Sharon to contact Heather Merbs or another individual to have the membership database prior to the OCS up to \$1000. 2<sup>nd</sup> by Theodosia; Approved unanimously.
    - vii. Jo asked if ASG has a person who can do these things.
      1. Walter says what he learned from Carla is that they do Meeting Planning and that they have these executive director services – Walter to find out how much they can provide (this company also does Georgia Organics conference) Do we want some other company doing call for proposals (we would still review and accept) they would do all the legwork.
      2. Kim says also wants to investigate looking at technology tools so we can reduce how much time is spent.
  - Questions for Jana:
    - Jo asked Jana about security measures that could be taken
      - Jana said there isn't really a way to deal with it – because of the routing numbers can be easily used.
      - Have instituted doing secure mailings (going through UPS and Fed Ex and signing for it instead of USPS)
      - For a checking account it would require two signatures for \$5000
      - We don't currently have checks with the new account
      - Is the amount that is insured per bank or per account – we should check into that
  - MOTION by David: For the Board to allow the financial committee to make decisions about establishing new bank accounts and other financial arrangements with the intent to provide additional safety and convenience and report back to the board at the next meeting. 2<sup>nd</sup> by Theodosia, Approved Unanimously

- Jana's Questions for the Board
  - Outdoor Classroom Symposium (OCS)
    - Jana will be separating the 2006 income and the 2007 (some of the income for 2006 was not received until 2007) Jana to add a memo when this occurs
    - OCS committee members need to note on the items sent for deposit as to what year they should be applied to (2006 or 2007)
    - Is the \$2000 amount showing for the 2007 symposium or 2006 (check received earlier this year) Georgia Power was \$5000 and of that \$2000 was for OCC.
    - At end of symposium – is there an idea of who still owes money – Jana says if we can get before 12/31/07 then she can record accurately.
    - Jana wanted Sharon to look at the detail and if Jana has income in the incorrect places – let her know – all income noted on the detail should be for 2006 – we do not have any for 2007 except for the Georgia Power Sponsorship (Sharon and Kim to clarify)
    - Expenses are correct except for Deron's ponchos for \$19.00.
    - Sharon to touch base with Jana to work on the details
  - Jo asked if FDIC limit of \$100,000 protection has to be in one account or the whole bank's deposit – has been told it's one tax id per institution – Jana to find out for sure.
    - Jo is working with Jana to make this money safe and then we will proceed to earn interest
    - Jo needs to come with a recommendation at the next board meeting with where to best invest the money (money will already be safe into accounts)
  - If you know what you will be spending – at November meeting you should be submitting what you will be spending for the year
  - We are not operating with a 2007 budget – will pass the 07 budget via e-mail and the 08 budget at the November meeting.

### **2008 Conference Committee Sign-up – passed along during lunch**

### **EEA Board Committee Sign Up/Meetings**

- Biggest needs are with Membership and Website

### **Committee Reports:**

- MAG - Jennifer
  - August 8 Meeting at Cobb County Water System - Meetings are open to entire membership
  - Susan is working with creating a small business to run the Monarch trip
  - Currently the only expense at the Butterfly Symposium is the speaker stipend
  - Jennifer to send Walter the electronic copy of the symposium announcement

- Judy and Theodosia interested in going to the St. Marks Meeting
- 2008 Conference - Donna
  - Had small meeting but need to quickly get information up on EEA website (it is on EEinGeorgia.org.) Donna has been in communication with Pat who will be getting it up on the EEA website
  - At group meeting a tentative timeline was created
  - Donna passed around a sign-up sheet for conference committees – will have a meeting in August
  - Want to get the save the date card to go out – after school has gone back in session
  - Will share deadlines at the next meeting on August 17<sup>th</sup> at 10:00 AM
    1. Next Milestone on the time line is at the end of September and Field Trips and Friday Social will need to be decided.
    2. Call for proposal and save the date being sent out on October 5 through postcard. Suggestion to do a secondary mailing after the OCS (to capture those new members that join at OCS.)
    3. Proposal would be due November 21<sup>st</sup>
  - Theme Idea: Trends, Tricks, and Traditions
    - Wanted to have more sessions with content and current research
    - Once we put the strands together want to have the balance for new attendees that need traditional workshops and challenging material for repeat attendees.
  - If anyone knows of folks who this would be a good fit for key note speakers (thinking of connecting with location of the conference) please contact Donna. Do we want to go after the free people or do we pay a speaker's fee for these high profile speakers
- Website – (add site content map and also the pros and con)
  - Nikki has left the museum and has resigned from the board
  - We need a new chair person and we need it to happen now – who do we have – Eric Moseley stepped up to chair committee and Amanda Buice to also sit on the committee.
  - Recommendation from the committee to move the jobs section from the EEA website to EEinGeorgia.org. In the past it was maintained that it should stay with EEA because EEA serves nonformal and EEinGeorgia serves teachers. Integrating it into the EEinGeorgia website will allow it to be linked in to the southeast network of EE websites. Kim abstained from voting on moving the jobs section but it passed.
  - Creation of the new Website
    1. Background
      - Previously EEA created a budget allowance for a web developer – received 3 bids – agreed on one, however no contract was ever developed. The website committee met in winter and proposed a site map for the new website
      - Need a content management website: you can log in and update; don't need to know any code or language skills; no

special software; wouldn't have to pay someone to update as we could update (multiple people could be administrators) Board Members would have ownership of their own sections of the site.

- Decision was made twice to use Dream Studio
  - It is more expensive than what originally thought
  - Contract to spend \$8000 - \$10,000
  - EEA also wants a way to manage membership
  - What EEA needs is something that would be customizable
  - No one knows in EEA what we need for membership management
  - So work out membership management at a later time.

## 2. Moving Forward

- 3 Options Available
  - Move forward with written contract to develop website
  - Do Nothing
  - Merge temporarily with EEInGeorgia with potential for permanent
- Group Discussion on Pros and Cons of each
- Theodosia asks if we just go with content site and not membership – is there anything we would need to do now – to plan on changes for the future.
- Theodosia is concerned that EEA will get lost on the main EEInGeorgia page (redirect would take you to EEA section of EEInGeorgia)
- David asked where it (EEInGeorgia) was housed (server) – Kim says it is in Atlanta and New Jersey. EEA's content now is in Front Page so you would have to change – how much does it cost to keep the domain name (\$10/yr.) For server space it is hosted at Columbus State (no hosting cost currently)
  - Option 1: Hosting would be \$55/month
  - Option 3 it would be free or split between EEInGeorgia and EEA
- Rebecca recommends that it stays at option 1
- EEInGeorgia members could be potential EEA members
- Sharon says there are links to each page
- Theodosia is asking if we don't merge is there anyway to have EEA more prominent on the EEInGeorgia.org homepage – the same thing could work both ways.
- What would be the extra cost for the customizable membership piece of the puzzle?
- Jo questions if there would be problems for a temporary fix as we would be working with government agencies

- David asks if we will still be maintaining our domain name – so we could revert back to same domain name.
  - Walter states how we need someone to chair the website committee – Eric has offered to chair the web committee
  - MOTION: David moves the board allocates an additional \$1000 for web services
  - Donna 2<sup>nd</sup> (Kim didn't vote – unanimous)
  - MOTION: David moves that the board approves Option 1 that was submitted by the website committee
  - Eric 2<sup>nd</sup>, one opposed
  - At next meeting need to have an idea about what membership wants –
  - Lynn to help with brainstorming what the membership actually needs
  - Signing the contract with Dream Studios and moving forward.
- OCS
  - Thursday Night Astronomy Pre-Workshop
  - Friday Symposium
  - Saturday Post Workshop – Urban Watershed and Garden Workshop
  - Program is at the printer – available Monday, meeting at Georgia Power at 11:00 AM – e-mail Elise if you can come
  - Becky is heading up recycled flea market at symposium – if you have any items let her know
  - Sharon will mail every board member a brochure – if you want more, contact Sharon or Kerri Anne to share
  - Sharon needs to work on a guidebook to next year's chair on how to plan the symposium - If anyone wants to get involved in how to plan a symposium – please see Sharon
- Higher Ed - ATEE
  - Conference call in July - Spoke with NC person – it is not approved by NAAEE;
  - Group decided after meeting to move forward with certification program
  - Divided into two working groups
    1. Business model side
      - Guidelines for the certification program, going to work through the document (NAAEE) and have all the documentation in place
      - Funding and organization is priority of this group
    2. How six themes (NAAEE) plus five areas that NC has can meld together to be the Georgia plan
  - Next meeting is August 21<sup>st</sup> phone meeting is going to progress
  - Based on NAAEE, they must have a 17 member advisory committee – and have a program director
  - At May 23<sup>rd</sup> Board meeting ATEE is an ad hoc committee
  - Three others on advisory committee previous board members

- Priority is getting partnership with DOE, DNR, State Parks,
- They will give an update on where they are at
- Incorporates both formal and non-formal folks
- 1<sup>st</sup> part would be for non-formal/informal environmental educators; hardest part will be certification/endorsement for teachers
- Hopefully part of the pre-service program for teachers
- Theodosia needs \$100 to put application into NAAEE
- Jo will be sending out an e-mail about what kind of expenses the group foresees needing for the year – submit at that point
- Would still like to set-up a college affiliate group...kind of being put to the back
- Membership
  - Conference call coming up in the next 4 – 6 weeks (where we are and where we need to go) Walter will contact them to set that up.
- Newsletter – no one to report

#### New Business

- Walter talked about how his job is really busy – if we felt he needed to step down we should speak up. Feels that in 6 months things will get better

#### NAAEE Conference

- Walter is unable to attend (in budget to send one person)
- Donna thinks UGA to pay
- Lisa may go. Walter to follow up with Lisa, Jennifer, Sharon, Donna if they can go. Once someone comes back they will report at the February meeting

#### New Board Members

- would like to bring on members at large
  - Walter will propose names at the next board meeting

Meeting Adjourned at 3:30 PM