

**Environmental Education Alliance of Georgia**  
**Board Meeting – April 30, 2009**  
**10:00 AM – 2:30 PM**

**Attendance:** *Sharon Smith, Linda May, Claire Hayes, Annie Quinting, Jennifer McCoy, Ginny Elliott, Venetia Butler, Jo Adang, Chris Robie, Amy Taylor, Rebecca Gilbert, Donna Stewart, David Hedgepeth, Alison Findlay*

Welcome – Donna Stewart

**Approval of Minutes**

Jennifer *MOTIONS* to accept the minutes

Claire *SECONDS*

Passed Unanimously

**Upcoming EEA Conference Update – Donna Stewart**

- Naomi Thompson is the chair for the upcoming conference
- Wants to do Stone Mountain but size is a problem –
  - If we were only 150 it would work but more than that it would not work
  - At Stone Mountain looking into a tent potentially for the event to help deal with larger crowds
  - Can't do the Evergreen place because we can't meet the numbers they need
- If it's a larger size – looking at Kennesaw State University
  - Location could be ideal – nice tie in to with the university
  - Cost would be about \$55 to pay for the center – so total amount with food could make it very reasonable
  - Some date availability issues with their location
- Potential theme – Environmental Literacy
- She has spoken with folks about presenting
- Donna passing around sheet to see what folks are interested in working with the conference – she will pass it along to Naomi
- Venetia talked about with field trips – having them before or after the actual conference – not during
- Venetia also talked about starting to book now for 2 years from now – 2011
- Donna brought up the idea of being in one location twice in a row; Venetia states that it will give more leverage for contract negotiations because you will be in one location for multiple years; Discussion about whether conference committee would be the same for both years or not

**Past Conference Review**

- Jana has been moving and we do not have all the financials for the conference yet tabulated
- Do have the individual section reports
  - All of those areas did bring in revenue for the conference

- Do not have information back from Tifton so we do not know what our expenses were based on the number of people that actually attended
  - State had some problem with getting the checks for attendance sent in and it was a little delayed
- Silent Auction Feedback
  - Suggestions: Maybe have a time-frame of where people could buy it; maybe do a percentage over the actual value for a buy-it now price; the variety was nice
- The Conference Center was excellent – varying accommodating staff; food was excellent
- Nice having the Store and the Silent Auction area next to each other in main hall
- Need to get all trained on running credit card transactions for the silent auction
- Award Banquet/Luncheon
  - The award portion didn't seem very special
  - Perhaps have the awards before the speaker – not very much wiggle room for the timing of the awards
  - Perhaps make the awards part of the Friday night Social
  - Perhaps do them spread out throughout conference instead of at one time
  - Communicate effectively with the advisory board to make sure that the award section is handled and processed
  - Perhaps have a liaison from EEA Board to the Advisory Board in order to make sure it all gets out
  - Have something out there in the next issue of the newsletter about a call for the awards – have it promoted and re-iterated again and again to get enough nominations
- Session Evaluations: good feedback; work on the evaluations and make them a little bit more beneficial to EEA
- Buzzard Hike: patches – ordered half as many – and need to perhaps do half as much; asked about where the costume was – Jo has it; maybe have an “Honorary Buzzard” for the Conference; maybe post the answers on-line for the hike – good way to get folks to go on the hike; maybe have the hike as a part of the field trip option the day before or the day after
- Conference Evaluations: good feedback overall; report will be sent out and posted online under the planning pages;
- Didn't have signs on the door; didn't have the morning announcement together as at previous conference (have these not so haphazard and figured out in advance.)
- Nametags: maybe who you represent so you can talk more pointedly; color-coded for attendees (first-time attendees, etc.)
- Promotion Committee: Maybe also including ways to make the conference more fun (get nametags together, meet and greets, give away fun awards such as who traveled the farthest, ice-breakers, hospitality group – create a community at the event, etc.)
- One of the problem with shortening it to two days is that it causes conflict between field trips and sessions; maybe schedule the planned breakfasts/lunches with PLT, WET, WILD, MAG, etc. on the day before to get

folks to attend the day before the conference (justification for attending the conference the day before)

- Greening the Conference – try to incorporate more to bring our mission to life (posting online hand-outs: organize into tracts, move more towards paperless, green exhibit competition, bring your own bag, mugs, etc.)
- Store: Look into getting folks from IdBids to be a part of the conference next year – promoting entrepreneurial aspect of tying in the environment to businesses; Reaping Nature was also mentioned as a potential

### **Nature Smart School Symposium Report – Chris Robie**

- Athens – April 25, 2009
- Great opportunity to talk with folks that were not your typical participants
- How do we outreach to folks outside of our conferences and symposiums
  - Done through the College of Environment and Design at the College so had lots of architects and design students
  - P2AD is kind of an example of this – they work with businesses to help them solve their environmental issues (good interface between business and EE community)
  - There is potentially a big push for folks to get involved in this movement because of the Last Child in the Woods/No Child Left Inside Movement
  - What kind of Partnerships and Collaborations are we working on?
  - If we invite groups such as these to the conference, will that change the focus of the conference?
  - Could Green and Healthy Schools be modified to Green and Healthy Business? Businesses need to be recruiting those students as their future work force
  - H2Opportunities with the Georgia Water Professionals Organization – how they are connecting individuals to companies/professions
  - EEA could be a partner with P2AD similar to what DNC does with P2AD on their property
- Robin Moore was a speaker (besides Richard Louv) and spoke to having more play time and free play areas for kids to participate in; great speaker
- Georgia Green Industry – another group we could participate/partner with
- Alison's work with Marketing Plans of folks right now - tying into Social Marketing aspect of the world today (linked in, twitter, facebook, etc.) Alison will set-up a Linked In group for EEA – great way to network with professional organizations/individuals
- Does someone need to send out updates on our page when we don't have events going on to keep the page fresh and happening – maybe something about quick facts on nature

### **LUNCH – Meet back at 12:30 PM**

### **ATEEG Update - Venetia Butler**

- Draft of the overall details

- Framework for classes; Assessment workshop attended to develop the assessment portion of the program (someone from UGA led program and now is on the committee)
- Past participants (who completed the program) and committee members are attending the pilot program this summer
- Dates are now set for here at Charlie Elliott – question on whether the classes needed to occur in order – currently no fee for these programs
  - June 25 – 27: Foundations and Learning
  - August 14 – 16: Fostering Learning
  - September 18 – 20: Assessment
- Still not ready to hire a person for the program yet
- Are course credits available for the class – still in the works for figuring it out
- PLUs will be available for the classes
- Within the committee – there are three smaller committees - each dealing with one aspect of the classes: that group that oversaw development will facilitate and other folks will be participants in the class.
- Potential of in the future will have classes around the state – currently set-up at Charlie Elliott
- Fees will be coming in through EEA and that would then pay for instructors and the administrative individual
- Discussed having some sort of mentoring program in place
- Status with NAAEE – received a grant from them (2<sup>nd</sup> one) and they are in the loop with NAAEE – we are approved as a pilot with them and then have to submit everything to them for final approval (they get constant reports about the status of the program)

### **Clarifying EEA's Role – Venetia Butler**

- How does EEA respond to the political issues surrounding things similar to non-renewal of certified teachers at Oatland, etc.
- Can we send information out to our board members or members so they know what is going on?
- Claire states that with our 501c(3) we can not support a candidate but we can support an issue
- Jo states that EEA could make a statement but individuals could
- Could we have a statement paper? This is our statement on the benefit of having X happen. It would have to be very generalized statements to address bigger issues
- Alison states that we could use the other social networking sites to discuss this issue
- We are listed with No Child Left Inside Coalition as a supporter of that legislation
- Have to be careful about what is sent out there because of ramifications
- Find a fine line between activism and advocacy
- This could be something that is tackled at the retreat in July – maybe check with NAAEE to see what we can/can't do

- Is it inappropriate to send something out about an issue – consensus was that that was appropriate
- Do we need an advocacy policy? What is appropriate and what is not appropriate?
- If EEA came up with a statement of support for something – could it be manipulated per subject (first half has a generalized statement and then later on there is more specifics)

### Conference Sharing – NAAEE – Donna Stewart

- We had someone come from Alabama and we have a conference exchange
- Kim wanted an answer of whether we are doing an exchange program
  - We said we could send one person per year for an exchange but we couldn't do one this year with Alabama
- We could set-up exchanges at the retreat in July – bring out calendars to see when folks can; will have a deadline of when folks need to reply about
- Maybe a write-up about the exchange could be sent in with the newsletter, posted on the website, and also presented at our conference
- NAAEE: October 7 – 10, 2009
  - Start the conversation about applying for a scholarship (pays for most of the travel expenses; formality potentially) for a representative from EEA to attend – attend workshop about affiliate status and information about organization
  - Deadline for the scholarship is sometime in July 2009
  - EEA needs to select a liaison to attend the conference – how do we decide who attends
  - Could we send two people to the conference (only if one person gets the affiliate scholarship)?
  - Could potentially have \$1000 in the EEA line item from professional development to pay for it
  - Venetia **MOTIONS** that we send two people to NAAEE with one of them coming from the NAAEE scholarship and one paid from EEA
  - Annie **SECONDS**
  - Perhaps those that attend you are responsible for paying for your meals
  - Should we set a limit of how much EEA will pay? It could be \$1000 total.
  - NAAEE reimburses the person that attends with the scholarship – must fill out paperwork
  - Venetia amends **MOTION** that we send two people to NAAEE with one of them coming from the NAAEE scholarship and one paid from EEA with EEA paying no more than \$1000 for the professional development experience
  - Passed **UNANIMOUSLY**
  - How do we determine who is supposed to go to the conference
    - Send an e-mail out about the potential and then have those that are interested give their contact information to Donna if they are interested

- Then to decide who attends it should go in order of executive committee, potential executive committee, and then to board members

### **Committee Reports – Monarchs Across Georgia – Jennifer McCoy**

- 31 people went down to Mexico in Winter for two trips
- Published another newsletter
- Haven't made progress on the e-mail campaign software
  - Would remove duplications, show information about who is clicking through, taking out bounced back e-mail
  - Does EEA want to do one for our e-mail distribution
  - Project WET uses E-mail Chimp
  - It is approximately \$25/month
  - Sharon states that we can send e-mails from our website
  - This service gives you more information about who is using your online
  - MAG has folks involved that are not members of EEA – could we have different groups to send out to
  - Our website has ability to have members and non-members have access to website but at certain levels (can't see board meeting minutes, etc.)
  - Think that MAG should just go ahead and do the system and then we can change if needed
- MAG made about \$2200 in revenue last year from plant sales and wants to use some of that money to offer scholarships to the Mexico trips (add the line item into their budget and amend their budget that gets su

### **Membership – Alison Findlay**

- Want to go through the list of folks we have and update who is current and not – send them a “we miss you”
- Have a system set-up after cleaned up where they get an automatic system to send out a renewal about 2 months out
- Getting a quote to see how much it would cost
- If we get this set out correctly and the list cleaned up – we should be able to set-up to distribute Newsletter through there
- Membership committee is splitting up and having a portion of folks to contact (A-F; G-M; etc.)
- Timeline for this is undetermined as of right now

### **OCC – Jennifer McCoy**

- October 30<sup>th</sup> Chase Street Elementary in Athens
- Targeting 125 participants
- Theme around gardens (Digging Outdoor Classrooms, Planting the Seeds of Learning, etc.)
- How to create gardens, different types
- Will send folks home with a make-it/take-it item instead of tote bags or mugs
- Tri-Chairing: Jennifer, Karen, Kelly

- Saturday will have the optional workshop – Green Plant Blues at State Botanical Gardens
- Meeting next week in Athens – contact Jennifer if interested

### **Nominations – Jennifer McCoy**

- Laura Aikens – interested in Newsletter
- Joey Giunta – interested in Newsletter;
- Naomi Thompson – Conference committee, desktop publishing, database, bookkeeping
- Brooke Valister – newsletter
- Stacy Smith – newsletter
- They need to do a write-up on MAG and OCC for the newsletter – Jennifer to send Annie the information about MAG
  - Sharon asks Annie to list due dates for the newsletter on the Membership page on the website

### **Website – Sharon Smith**

- Kim B. has gotten our free Google e-mail address (president, webmaster, scholarship, membership, board@eelliance.org)
- Sharon will work on setting up having these e-mails forwarded to e-mail that person uses the most.
- This will get changed and updated when folks change on the board
- The groups will be updated to stay current
- There will be a training at the retreat for how to use the website and edit and change it

### **Newsletter – Annie Quinting**

- Getting the newsletter pulled together and will currently just e-mail the newsletter out and it's all cleaned up from the membership database
- Send out any professional development opportunities to Annie ASAP
- Jennifer asks about having a recommended reading section in the newsletter since Environmental Literacy is at the forefront of our programming
- Could have this listed on our Facebook page as an on-going discussion thread

### **July Conference Retreat with Donna Stewart**

- July 17<sup>th</sup> and July 18<sup>th</sup> at Jekyll 4-H Center
- Donna needs assistance planning this retreat – Jennifer and Sharon to assist
- Advisory Board is going to be invited to attend
- Take the time at this retreat to get things moving with committees - everyone will be together
  - paperwork with planning committee goals for the year, status reports, etc.
  - Break out into smaller groups and then propose to the larger group about what the goals are at that point moving forward
- Agenda will need to be created for the retreat to mix in fun and work

- 4-H Center is “rustic”; will be responsible for all food on our own; wireless so could go on the website and work on the committee pages
- Should run approximately \$30 per person
- Should new board members come earlier on Friday – Donna needs to see who is at 4-H Center staying to see what space is available

### **Money for Petey Question from Kim Bailey**

- When Petey passed away – in lieu of flowers people could donate to EEA
- Petey’s family wants to know how much money was brought in for that and what is going to happen with that money
- The family has gotten communication about donations coming in
- Jo to follow-up with Jana to find out how much was donated in Petey’s memory
- Potential of doing mini-grants for teachers
  - maybe do one per year and let it grow
  - could be awarded at the conference
  - EEA to keep it in perpetuation by allotting \$500 going to it from EEA budget to keep it moving
  - Perhaps talk to the daughters to see what they are interested in seeing happen – figure out at the retreat
  - Jennifer to contact Kim to contact family to see what they are interested in and then copy Chris and Laura so that they can take it and run – copy Jo on the e-mail.
  - Could solicit groups to donate to the fund and also could have one large ticket item where all the proceeds go to support this mini-grant fund
  - Award could be up to \$X00.
  - Advisory Board could then be the judges to figure out who gets award
  - Come to the July retreat with a draft of how to handle the program
  - On every registration form – could have a check box where additional funds can be donated to support the cause

### **Changing of Board Officer Descriptions**

- We did not have the proper number of board members to vote to change the roll of the board officers
- We will need to address this at the July retreat
- Rebecca to send information to Donna about the vote to change the roll of the directors so it can be voted on via e-mail.
- Figure out who needs to amend the by-laws stating the new set-up of the roles of the officers

### **Additional Notes/Dates**

- GAME conference – October 23 – 24, 2009 – research on products from the Ocean
- Does the board need to take action on coming up with a liaison for fundraising to the advisory board
- We do have a committee but it is empty at this point – perhaps combining PR and Fundraising because they go hand in hand