



Meeting Minutes

Date of Meeting: October 29, 2015

Re: SER MWGL Board Meeting

Location: Teleconference

Issue Date: November 24, 2015

Submitted By: Jen Lyndall

In Attendance: Jen Lyndall
Chris Lenhart
Chris May
Dan Larkin
Becky Dolan
Joe DiMisa
Laura Jackson
Martha Holzheuer
Matt Simmons
Mike Enright
Rocky Smiley
Roger Anderson
Steve Glass
Todd Aschenbach

ITEMS DISCUSSED:

- Welcome to Matt Simmons from University of Minnesota in Crookston, Minnesota. Matt is our new Minnesota state representative on the board of directors.
- September 2015 Board Meeting Minutes. Martha motion to approve. Chris L. seconded. All in favor-minutes are approved.
- Jen reminded the board that meeting minutes will be posted to the website to maintain transparency to our members.
- SERI updates (Jen): SER is currently working through their global restructuring process to try to restructure their board of directors to balance chapter representation and regional restoration. The timeline for moving forward with the reorganization/realignment is attached to the meeting invite, but the goal is to be complete by April 2016. They will be seeking feedback from the chapter leaders; first feedback period deadline is November 20th. Jen expressed a desire to make sure that the SER chapters remain strong because of the networking opportunities and because it is more relevant to each of us on a day-to-day basis. At this point SER indicates that not much is expected to change on a chapter level. One question was raised about the

representation of the at-large seats on the SER board. Jen indicated that SER does not have a firm solution, but thinks that the current plan would allocate the at-large seats based on membership percentage with a cap.

- Committee Reports.

- a. Webinar (Chris/Jen): Jessica Miller from Atwell Group has volunteered to spearhead the webinar effort. She's going to take over the coordination of future webinars. Future topics that are being pursued are the IERQC (monitoring) and USACE (invasive species at Times Beach CDF. Chris L. is coordinating a webinar with some people from his program, focusing on treatment wetlands and wetland s for water quality. Chris L. said other ideas include drainage management processes to improve water quality. Previous webinar from October will be posted in archive but has not yet. Becky suggested that we may want to offer continuing education credits for webinar attendance. Joe offered a certificate for Professional Development Hours that could be provided. Jen also expressed a desire to do an Iowa based webinar - perhaps with Iowa State or Iowa Rivers Revival? Joe suggested people would be interested in Northern long-eared bats. Roger asked about costs; Jen indicated that SER is currently providing gotowebinar.com for free but that we have heard of access issues (firewalls) so would prefer Adobe Connect. Registration is currently through our partners but we could use Eventbrite or email; Jen will check with other chapters on registration software.
- Annual Meeting (Rocky). The committee has developed a call for workshops and symposia. We will be releasing the call for workshop/symposia now with a deadline of middle of December. The goal will be to release the call for platform/poster presentations in the middle of November. Rough catering costs provided by the meeting host indicate that catering costs will be about ½ of what they were last year. The committee is still discussing schedule/structure of the meeting. Rocky also wanted to discuss the sponsorship benefits. He proposed a \$250 honorarium for the keynote speaker, and \$100 honorarium for each plenary speaker (4 max). Laura asked if travel costs for keynote/plenary speakers were also covered; Rocky indicated that travel costs are not offered but that if a speaker were to request it, the board would consider coverage. Todd asked about the silver, gold, and diamond level sponsorships and suggested that those levels should get more benefits to reflect the sizable contributions. Rocky will work with the annual meeting committee to come up with a recommendation and then send out a board vote for approval.
- b. Continuing Education Ad Hoc Committee (Martha/Becky). We developed a member survey to try to better gauge the interest in continuing education credits. Martha will make some edits and then Jen will send out. Becky looked into the pesticide applicators license continuing education requirements, but they seemed to be much more applied (e.g., keeping your equipment up to date) than broader restoration topics.

- c. Communications (Jen) We are in need of additional writers for blog posts. Pick a date and write something. Topics are up to you. We are also putting together a media kit so that we are ready to respond if we are asked about our social media presence in the future we can respond. In the past we have been asked about ad space on our website/blog. We need to consult with SER to make sure that is ok. Additional ad revenue brought in could be used for other member benefits - webinars, state events, student awards.
- D. Membership (Jen for Joe who is on the road) Currently 236 members - down from 265 in September and 277 in June. At this point we don't think it's a big deal but are watching to make sure. Joe conducted an outreach effort to members who had not renewed their membership. Contacted 80 people; five opened their emails and connected to the membership link. We'll track to see if they joined. Considering a membership drive in Iowa. Laura is going to send emails to the approx. 200 people who recently attended the Iowa Prairie Conference and ask them to be members. Joe is going to send out some letters or fact sheets for her to use. Marguerite Nutter (marguerite@ser.org) is the new membership chair for SER.
- e. State activities (Chris M.). Had a call a few days ago to discuss state activities. The Stewardship Network conference will be held in January in Lansing. The North-Central Weed Science Society will have a nested meeting of the Michigan Invasive plant Network on November 9th and 10th. The Wisconsin Wetlands Association had a meeting recently. Is there anything we can do as a chapter to sell ourselves at these meetings? There are some flyers and handouts on dropbox so people could print them out. We don't have a professional quality brochure but maybe that is something we should consider. Becky suggested that we add a page on the website with links per state. Joe suggested we ask for reciprocity if other organizations have websites. Joe and Mike reported on the October 1st event in Dayton. We had 23 attendees, only 5 of whom were MWGL members. The Dayton RTA donated a bus/driver. They had coffee and donuts, saw some sites, had boxed lunches, saw more sites, and then went to a brewery. We bought pizza for the 16 people who went to the brewery. Mike said that he talked to his counterparts at other metropark districts and quite a number of them were interested in doing similar types of tours/events. Cleveland and Columbus were two divisions that were particularly interested. Mike will follow up with them.
- f. Board Development (Todd). Welcome to Matt, the new MN representative. Several positions coming up for election in April. Todd is putting together an email to communicate with those currently serving in the outgoing roles to see if they want to run again or if they can nominate anyone to fill the position.
- g. Awards. No report.

April 4, 2016
Page 4

- Treasurer's Report (Dan). Put together a projected budget for the year (see spreadsheet via email). We have a pretty good rainy day fund. Last year's annual meeting was more expensive than typical. We have increased funding for student research awards. Even if annual meeting breaks even, we still have increased member benefits including expensive student awards. If anyone has fundraising ideas, please circulate to group.