

Meeting Minutes

Date of Meeting: August 31, 2015

Re: SER MWGL Board Meeting

Location: Teleconference

Issue Date: August 31, 2015

Submitted By: Joe Di Misa

In Attendance: Roger Anderson
Todd Aschenbach
Jen Lyndall
Katrina Punzel
Joe Di Misa
Martha Holtzheier
Chris May
Rocky Smiley
Steve Glass
Becky Dolan
Chris Lenhart

ITEMS DISCUSSED:

- July 30, 2015 Board Meeting Minutes. Roger motion to approve. Steve seconded. All in favor-minutes are approved.
- SER 2015 Manchester Meeting. Todd represented the chapter with a poster. No other chapters exhibited. Todd to work with Mary on a blog post. Global restructure meeting/webinar-was not attended. Mary Beth attended-Jen will connect with her on any new information. 2017 international meeting will be in Brazil. Future-SER may have a national conference because 75% of membership is in North America. There is a question on if a national conference would have a negative effect on our chapter meeting?
- SERI updates (Jen) Marguerite Nutter is the new national membership chair. SER is still looking for a national director.
- Committee Reports.
 - a. Annual Meeting (Rocky). Potential meeting themes are being drafted. Workshop and plenary speaker ideas being developed. Nancy Aten updating web site for the 2016 meeting information. Coming soon-save the date announcement. Working with catering contacts to develop budgets. Date is April 1-3, 2016.

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- b. Continuing Education Ad Hoc Committee (Martha/Becky). Re: continuing education credits at the annual meeting. Martha contacted Donna Foster from Mid-Atlantic Chapter. Reaching out to Society for Foresters and Society for Arboriculture, American Society of Landscape Architects, and Ecological Society of America. The other groups offer a "pre-approval" and have their own forms. Not a source of revenue but an additional incentive for attendees. It appears that there are no fees for us to offer continuing education credits. Joe recommended USGBC credits and a minimum base level of offering PDH's. Offer credits based on specific sessions not for the entire meeting.
- c. Membership. SER National team has not sent any recent rosters because of preparing for the Manchester meeting. As of July 10, 2015-we have 277 members. 84 members dropped in 2015-Joe reached out to them by mailchimp. 5 of them opened the email 2-4 times, Joe will watch to see if those names appear on member list. If not, he will do direct calls. Committee is doing outreach to Facebook and LinkedIn members that are not chapter members. Laura Jackson is working hard to further develop Iowa members.
- d. Communications. Social media and blog working behind the scenes. Developing a schedule for one Thursday per month post as possible. Jen asks that we sign up for blog postings. Developing a media kit-summary of accounts and the number of subscribers/viewers. Media kit sets the stage for possible future website advertisement sales. 3 save the dates upcoming: Ohio state event, SER MWGL 2016, and North American Prairie Conference webinar 2016.
- e. State activities. No update from the committee. Ohio event-coming soon October 1 in Dayton, Ohio. Rocky asks if we could prepare a "how-to" manual for using EventBrite. Jen-will provide our user name and password and help Rocky.
- f. Board Development (Todd). Chris has persons in mind to fill the Minnesota State Rep open position. Hoping to fill the position before the next board meeting.
- g. Awards (Rocky). Draft of grants request for proposals have been developed and will be issued to the board for approval by next board meeting.
- h. Webinar Planning (Roger/Jen). October 15, 2015 1-2pm central time webinar on mesophication of oak forests by Greg Nowacki of US Forest Service (Milwaukee). Jen is working on the next webinar with the Interagency Ecological Restoration Quality Committee. One with Interagency Ecological Restoration Quality Control Committee in late winter or early spring. Webinar ideas may be available with Chris Lenhart at University of Minnesota.
- Treasurer's Report (Jen). Jen will ask Dan to send board members a report by email. Looking towards a budget for 2016-not just annual meeting budget to proactively address other ongoing expenses.