



Meeting Minutes

Date of Meeting: May 23, 2017

Re: SER MWGL Board Meeting

Location: Teleconference

Issue Date: June 12, 2017

Submitted By: Jessica Miller

In Attendance: Jessica Miller Steve Glass
Jen Lyndall Chris May
Keith Summerville Mary Danm
Lara Rokatnetz Mike Lemke
Zach Pitman

ITEMS DISCUSSED:

- Board Roll Call
- Review and approve April Board Meeting Minutes. Jessica motioned to approve; Chris approved, Dan seconded. All in favor; minutes are approved. Minutes will be posted to Dropbox.

Committee Reports

- **Awards (Steve):** Evaluating 5 applications for student research award. Received no applications for student practice award. If anyone wants to join the committee, let Steve know.
- **Membership (Lara):** Follow-up with non-members who attended conference. Check with Marguerite to see if chapter discounts still apply. Cross-check webinar attendees.
 - Speak with advisors of colleges to get undergrads/grad students as members
 - City of Akron College to possibly offer a certificate program for biology students.
 - Giveaways at conferences of SER memberships/hats/shirts as action items. Board Action Item for Vote.
 - Requesting photos from conference/workshops for use in promo material.
 - Is SER interested in sponsoring at other conferences.
 - Exhibiting-would consider but need Board Action Item for Vote.
- **Policy Ad Hoc (Steve)**
 - Committee to develop a process/policy to judge appropriateness of requests of participation of SER. Would like to have 5-6 committee members. Living document, not

official yet. What about adding non-board members to committee. Positive responses from board and committee members.

- **Treasurers Report (Chris May):** \$26,745.64 in budget.
 - outstanding issues 3 people attended conference but didn't pay, total of approximately \$244. How do we collect this amount? Jen said if we have their emails we can send them an invoice. There are 5 people that either volunteered or companies paid that did not use the registration, so they get refunds.
- **Communications (Jen):** Social media (consistent) 405 Facebook, 321 Twitter, 213 Linked In. Dave Coulter-Numerous blog postings. Email Jen or Steve if want to post.
 - Received a \$30 promotion for ad, used for Morton Arboretum webinar reached 1,500 people with targeted conservation interests. May use targeted ad to advertise for annual meeting.
 - Waiting on SER to do webinar transition.
- **Certification (Jen):** July 17- Sept next application window for certification. Go to Website to see application materials. Certified Practitioner's List per chapter.
- **Webinars (Jessica):** Reminder on Wednesday's webinar for Morton Arboretum. Still working on setting up other webinars, possibly the nursery for proper tree and shrub selection for restoration sites and urban restoration
- Request from SER to get members interested in participating in the North American Coordinating Committee
 - during reorganization of worldwide SER, North America will go down to 1 representative.
 - Each chapter to respond to SER if they will participate
 - Obligated to designate 1 board member to participate in committee. There is a quarterly conference call and that person would help organize or participate in intercontinental conference.
 - How many chapters are in North America? There are 11 total.
- Meeting adjourned