Meeting Minutes

Date of Meeting: May 23, 2017
Location: Teleconference
Submitted By: Jessica Miller

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

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 LinkedIn.
  - 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