



# Meeting Minutes

Date of Meeting: February 22, 2016

Re: SER MWGL Board Meeting

Location: Teleconference

Issue Date: February 22, 2016

Submitted By: Joe Di Misa

In Attendance: Roger Anderson  
Becky Dolan  
Steve Glass  
Jen Lyndall  
Joe DiMisa  
Lauren Umek  
Chris May  
Rocky Smiley  
Matt Simmons

## ITEMS DISCUSSED:

- January 27, 2016 Board Meeting Minutes. Roger motion to approve. Steve seconded. All in favor-minutes are approved. Minutes will be posted to the website.
- Chapter Relations Working Group Meeting. Goal is to integrate the chapters better with national. Portland meeting upcoming-April 8, 2016. SER National wants in person attendance from each chapter. Discussing fundraising, social media, integration of chapter to national, North American continent meetings, etc. Steve Glass and Chris Lenhart interested in attending.
- Annual Report. Need help from Dan and Joe. Jen will send to the board for review before submitting to SER National. Due end of February.
- Outgoing Officers. Please organize files and upload to drop box so that officer transition can happen smoothly.
- Business Meeting. Saturday of annual meeting. Persons needing to report to the group have been contacted. If you want to present-let Jen know.
- SER Updates. Global restructure on hold. SER practitioners certification will begin in Fall 2016. Education, experience, and references will play into the certification.
- Committee Reports.

- a. Webinars. Wed March 9 "Selecting the Appropriate Seed Mix For Your Restoration Project"-Ohio Prairie Nursery. More advertising coming this week. Previous webinar (Buffalo Corps of Engineers restoration) posted on our website and sent to attendees.
- c. Annual Meeting (Rocky). Registration up and running-35 persons registered. \$1,600 in registration funds. To date \$4,775 in sponsorship funds received/pledged. Rocky to follow up with a dozen more groups. Target is between \$8,000 to \$10,000. Might not achieve that but likely will bring in \$6,000. There will be a call this week of the annual meeting committee. The group is focusing on solidifying the meeting program and developing the conference details. There are 64 contributed presentations, 42 oral presentations, and 22 posters. Rocky sent the board an excel file-draft proposed meeting budget. Budget is based on 150 attendees. \$18,542 is the expenses budget. Income streams are registration, sponsorships, and facility funds donated. Rocky has over-estimated catering costs at \$70 per person-waiting for quote from the caterer with the hope to bring this cost down. The budget assumes that 150 persons will be at every catered event-which is a conservative approach. He wants to call a vote covering expenses up to \$18,600 later by email. Registration costs in the spreadsheet include those getting free registration (48 persons)-but their costs are tracked separately. Much of their costs are covered by the sponsorships.
- d. Continuing Education Ad Hoc Committee (Becky). Talked with other SER chapters on ways they accomplish continuing education. We are approved by the Society of American Foresters for credits at the conference. Waiting to hear back from the Arboriculture Society and the American Society of Landscape Architects. We will take attendance records for Ecological Society of America. Martha working on a passport for attendance. The organizations will advertise the credits on their organizations' websites.
- e. Communications. Promoting annual meeting and student awards. 162 followers on LinkedIn, 176 on Facebook and 158 Twitter. Blog has been hit or miss lately. Jen added board members as Wordpress authors. Looking towards regular postings soon.
- f. Membership. Membership is 215 in December 31, 2015. December 2015 was 230. Joe reached out to Marguerite for a new list. We may pick up new (at large) members when SER drops the separate chapter fee. SER will implement the new member change in 2017. We have lists of persons that are not SER MWGL members but are members of our LinkedIn and Facebook groups. Jen is 50% done reaching out to these persons to ask them to join and has had responses from some people that want to learn more. This effort continues. Joe needs another membership committee member-a student member would be excellent. Marguerite provided a list of national members in our region that are not members of our chapter. Joe reached out to these members to encourage them to join the chapter and attend the regional conference. Joe to do presentation at the conference on membership.

- f. State Activities (Chris May). Last committee call 29 January. Grad students-Michigan State University symposium on research-Chris May is attending. Indiana Academy of Science meeting coming soon-Becky Dolan to attend. Julie Bohnen and Laura Jackson dropped off the committee. Matt Simmons is the new Minnesota rep. Next state level event will be in Minnesota and needs a champion-hope to get Matt involved to plan a 2016 event. Chris Lenhart would be a good person to get involved-Jen will send him an email to remind him. Roger-North American Prairie Conference will be in Illinois in July-attempt to attend and make connections or hold a mixer. Todd-a spectrum of opportunities at these events-advertise, wear a button/carry a card, have a table. Joe commented that high level, national, high target meetings should have a high SER MWGL profile with a board approval to fund a table/booth.
- g. Board Development (Todd). At least one nominee for all positions. Ballot will go out by end of this week.
- h. Awards (Lauren). Two award RFP's are out. Due date is March 1. One application received so far. One is research (up to \$1,000) and one is for practice (up to \$1,000).
- Treasurer's Report (Dan). No report. Amount is confidential-not for public view.

Next call is in March, 2016 (TBD).