

Meeting Minutes

Date of Meeting: April 29, 2016 Re: SER MWGL Board Meeting

Location: Teleconference Issue Date: May 12, 2016

Submitted By: Jessica Miller

In Attendance: Joe DiMisa Lauren Umek

Todd Aschenbach
Jessica Miller
Dan Larkin
Michael Lemke
Becky Dolan
Steve Glass
Rocky Smiley
Mathew Dornbush
Chris Lenhart
Martha Holzheuer
Brad Gordon
Laura Roketenetz

Jen Lyndall

ITEMS DISCUSSED:

Board Introductions

- <u>March 29, 2016 Board Meeting Minutes.</u> Steve motioned to approve. Dan Larkin seconded. All in favor-minutes are approved. Minutes will be posted to the website.
- <u>Board Contact Info:</u> List to be updated by all members. Will be located on Dropbox. Link to Dropbox location should have been sent to all board members.
- <u>Conflict of Interest Statements:</u> Steve has received almost all. He will reach out to anyone who still needs to submit one.
- Committee Reports.
 - Treasurer's Report (Dan). \$39,000 in bank. Need to satisfy open invoices from Annual Meeting.
 - Annual Meeting (Rocky). Over 200 people attended the April meeting. Lots of
 positive feedback. Meeting proposal submitted for 2017 from Grand Valley State
 University in Grand Rapids. Meeting proposals submitted for 2018 include:
 University of WI-Stevens Point and Central College in Iowa. There may be an
 opportunity to have a joint meeting with the Lake Conference. Rocky to distribute
 proposals to board members for comments.
 - State Activities (Chris May). Steve reported that the UW-Stevens Point student chapter requested with the chapter board. The strategic plan calls for at least one student focused event this year. Chris Lenhart wants to have a group trip in conjunction with the Buffer Symposium in September. Joe DiMisa mentioned that based on experience planning the recent Ohio state event, focusing on "simple and fun" makes it less workload for the planners.

- o Board Development (Todd). Looking for people who are interested in Board positions. Asked committee to keep people in mind. Fall is the big push.
- Awards (Lauren). Awards committee needs to meet soon. All students are currently in the same pool for awards which seems a bit weighted. Therefore, maybe have different award categories. There was a 1pt difference between a PhD student and a graduate student. There was a tie for the best oral presentation. Need to determine how to separate student groups. Also, need to deal with funding: how to raise and also how to distribute. Dan needs contact information and the award won for winners so that he can send award money.
- Communications (Jen). Promoting annual meeting and student awards. Social
 media seems to be really good platform; 185 followers on LinkedIn, 224 on
 Facebook and 197 Twitter. Goal is one blog post per week. Need to set up schedule
 for posting. Linking up with membership committee to cross-reference any nonmembers.
- Membership (Joe). Membership is up, 246. Cross-referenced with social media (communications). Focus is Iowa. Seed mix webinar reached 97 non-members, 45% opened. Need to reach out to folks who are not members through webinars. We may pick up new (at large) members when SER drops the separate chapter fee. Reaching out to non-members who attended the annual meeting.
- Webinars (Jessica). Several webinars scheduled. Lou Blume and Craig Palmer should be providing a monitoring effort webinar at the end of May. In June/July should have a dune restoration webinar and at the end of August a tree planting webinar by Woody Warehouse. Jen has a call to discuss coordinating chapter vs. national webinars.
- Continuing Education Ad Hoc Committee (Martha and Becky). We offered CECs at the annual conference by the Society of American Foresters, Arboriculture Society, and American Society of Landscape Architects. Need to keep records on Drop Box for 4 years. Need members for CEC committee, maybe someone from Annual Committee. Not sure how many people used the passport process. Jen says that if SER certification occurs this year then there will be a CEC component to it.
- Publications (Chris). Working on revisions of chapters (of 11 chapters, 10 have been written and revised. Send out email to remind writers of timelines.
- Chapter Updates (Steve). National SER will be helping to track membership through its new membership data base that may be launched this summer. Chapter Relations Working Group will become a committee. Jen want to improve member benefits with a joint working group. Desire for a North American meeting every other year. May cause competition with chapter annual meetings so trying to work through that. Steve asked if anyone is interested in representing our chapter at the committee meeting.

Steve closed meeting asking for questions or comments.

Next call is in May, 2016 (TBD).