

## Meeting Minutes

Date of Meeting: September 29, 2016 Re: SER MWGL Board Meeting  
Location: Teleconference Issue Date: Oct 14, 2016  
Submitted By: Steve Glass  
In Attendance: Todd Aschenbach Steve Glass  
Joe DiMisa Martha Holzheuer  
Mathew Dornbush Matt Simmons  
Mike Lemke Rocky Smiley  
Jen Lyndall Keith Summerville

### ITEMS DISCUSSED:

- Board Roll Call
- August 29, 2016 Board Meeting Minutes. Keith motioned to approve; Jen seconded. All in favor; minutes are approved. Minutes will be distributed to BOD and posted to Dropbox.
- Committee Reports.
  - **Communications (Jen)** “we have been posting more on social media about big news stories to try to engage people more. I think that is getting a much better response on Facebook as far as likes and shares so I think that is a strategy we are going to move forward with until we can develop some of our own original content. Our number of followers has been increasingly growing every week in fact. On twitter we have 241 followers and on Facebook we have 280 the last time I checked. We actually have more followers than we do sometimes have chapter members. I think there is always an opportunity to engage those people in joining the chapter.”
  - “Our blog has been a bit stagnant lately. I have been busy with other stuff and haven't really asked people for articles but I think I'm going to try to pick up that ball in the near future and try to get some more blog posts up with some original content. Dave Coulter has done a great job of filling in those planks when we need it but I think we can do better so I will try to do a better job with that. I think our next big pushes really going to be promoting all the annual meeting stuff that comes up so we're sort of ready and we also need to write a post on the data event in Minnesota from Chris.”
  - “Related to communications -- we are going to announce the FDR certification program in mid-October, October 12. We will be sending all the chapters some additional information before we make the announcement but that might be

something that we as a chapter want to put out to our members once we get some of that additional information.”

- **Membership (Joe):** “We just had a committee meeting yesterday. Membership stands at 251 and that's been a stable number since spring. We talked about the various ways methods of outreach. We've got the North American Prairie conference that happened in July and Steve is going to try to get Roger to reach out to those folks. We now have Elizabeth Bach helping us out some she is actually moved to Colorado but she has a lot of connections with Iowa . She is helping us to reach out to Iowa . Also Keith Summerville has joined our team. Keith is helping us get some outreach to Iowa as well. We want to make sure that all our efforts to have them included as members don't fall by the wayside so that's a big topic area for us on the membership team.
- **State Activities.** Chris Lenhart hosted a Minnesota state event at the Riparian Buffer Conference Sept. 16-17 in the Twin Cities. Fieldtrip and lunch involving SER members. There were 22 people in attendance and at least 10 of those were students who are interested in becoming a student chapter up in the University of Minnesota. Chris is going to be helping enable the students to get that chapter activated.
- **Continuing Education Credits (Martha)** “I was planning on reaching out to the international Society of Arboriculture getting those continuing Ed credits preapproved last year. I am a member and planning to reach out to their executive director and see who is in charge of preapproval for continuing Ed credits and make sure I understand the process and the leadtime so that when we do have all the details in place their review can go smoothly.
- “Looking at my spreadsheet from last time I think the Indiana chapter wanted at least a four-week leadtime. I anticipate Society of American Forester's process was pretty simple and it's the same across every state so that one I think we understand the process well and it looks like they need a 6 to 8 weeks leadtime once we submit all the material to grant approval of the credits and send us the project. Their credit forms. When, we did this last year we reached out to the state chapter for the American Society for Landscape Architects in the state of Michigan we haven't moved to the point of needing a requiring continuing education credit so I am not sure how much interest there will be. Becky went through the process with them last year I think it was fairly difficult and only obtained at the very last minute so I am on the fence as to whether that is worth pursuing but I'm happy to look into what the process and if there any cost that's what a thing what that might be but I was curious of the board -- were we pleased with how it went last year? Should I go ahead and do that outreach for at least maybe the Michigan chapter of ASLA or any other organizations that you want to try to get credits approved with?”

(Jen) “I think it went well last year even though we didn't have a huge response I think the people who did get the certification were happy to get the credit. I think this year we will also be able to get or apply for the FDR for education continue education credit so we will have an opportunity to encourage our own members as well.”

Martha requested, and received, the Board's approval of the work she has done on continuing education credits and her plans for the next annual meeting.

- **Annual Meeting (Rocky).** Rocky has been working with the 2017 Annual Meeting committee. Sent out a Save-the-Date meeting notice recently. 2017 annual meeting will be March 24-26 in Grand Rapids, Michigan on the campus of Grand Valley State University. Would like to announce the location of the 2018 Annual Meeting during the 2017 Annual Meeting.
- Rocky led a discussion of two proposals to host the 2018 annual meeting. One from University of Wisconsin-Stevens Point and the other from Central College in Pella, Iowa. A lively discussion followed. Board members thought both proposals were viable and of high quality.
- There was a lively and thoughtful discussion of the pros and cons of choosing one over the other for the 2018 meeting. There was a question if one potential host site was not chosen for 2018, would they be able or willing to host in 2019. Rocky said he would check with both potential host sites to gauge their interest, or ability, to host in 2019. No decision on a host site for 2018 was made during the call. Rocky will return to the board with more information and the board will return to discussing the matter later on.
- SER will introduce its redesigned web site <https://ser.site-ym.com>  
on October 3, 2016
- Meeting adjourned.

Next BOD conference call is in October, 2016 (TBD).