SERNW Monthly Board Meeting  
Tuesday, March 20, 2012  
6 – 7PM  

Board Members present: Allison Warner (President), Marnie Criley (Executive Vice President), Josh Jensen (Program Vice President), Frank Reckendorf (Treasurer), Jim Hallett (Publications and SERI Rep), Adrien Elseroad (Director at large Position 1), Alaine Sommargren (Director at large Position 2), Barry Southerland (Director at large Position 3), and Betsy Bermingham (Secretary)  

Board Members absent: Hem Nalini Morzaria Luna (Director at large Position 4), Ray Entz (Director at large Position 5)  

I. BOARD ADMINISTRATION  

A. 2/21/2012 Meeting Minutes: The Minutes were approved.  

B. Treasurers Report (Frank):  

1. Currently we have $370 in check book. At the end of February the endowment reached $48,277.  

2. For 2012 total conference expense is $169,600, in addition there are some individual SERNW expenses, these add $2000 for travel scholarships, $2000 for board travel, and we may award three scholarships +$3000, if we have the same expenses in 2011, add an additional $3563. Total expenses come to $10,563.  

3. For projected revenue, Frank assumed 400 attendees with membership, which would provide SERNW $13,000 (assuming revenue is divided 3 ways).  

4. Reimbursement for meeting travel is an issue. Board members should email Frank if they will need reimbursement. Keith asked about reimbursement logistics. Frank noted you will submit a travel voucher and be reimbursed.  

5. We will not pursue $3000 student scholarships until we see revenue from the conference.  

C. Board budget for 2012-13:  

1. Frank will send out a document showing 2011 expenses and projected expenses and revenue for 2012. We can finalize the 2012 budget after conference receipts are in.  

2. Allison thought we adopted a policy on amount of revenue that can go to endowment. Frank will go back and check, but he is not sure we've been able to meet the percentage goal.  

D. Policy guidelines update for new membership structure (Jim)  

1. Jim just received the latest list of SERNW membership; we’re back up to 171 total members. Looking at the distribution of types of memberships, we currently only have 13 associate members. Under the new membership fees SER has developed, it appears very few people are joining both, most are at Basic membership level or student level.
Looks like we have 40 student members. So the reality is that most of our members are SER members, though they are not at the regular rate. So what we could do is abandon the associate level rate and simply have people add regular rates. Associate will be retained to grandfather in for chapters that don’t require SER membership.

2. We need to watch this issue going forward, currently there is a basic membership which will change to a regular membership status to $50, and it’s possible we’ll see attrition due to this cost increase. It’s true that our members will have a choice of opting out, but the cost itself might dissuade folks renewing.

3. The choice: are we going to adopt the policy that people have to become members of SER or will we keep the associate membership in place?

4. Frank’s thought should leave the associate membership as an option. Jim agrees – it might be to our benefit to review this after the SER rates go into effect and decide later. Frank noted that our membership base always goes up on conference years. Board agreed unanimously to postpone this discussion until after the SER rates go into effect.

E. Had an approval for student awards for Travel and lodging at conference $2000 approved by Survey Monkey for up to $400.

II. New Business:

A. Budget proposal, commemorative items for sale at Conference
   1. Allison went over the options which included $500 for 50 cotton canvas tote bags, and/or $220 for 10 special farm bags. All of these bags would have a logo for the SERNW 20th anniversary.
   2. The best way to get bags to conference is ship them directly, so UPS can deal with tariffs. Val Schafer or Thomas Munson will be contacted at SER-BC to receive the bags.
   3. Adrien wasn’t sure if people would be willing to spend $30 per bag (farm bags), Frank agreed. Jim moves that we purchase 50 for sale at meeting; this was approved by the board.

III. Old Business:

A. Speaker Panel with SERNW-UW Student Guild: Betsy is waiting to hear from Alex on panelists, she will update the board via email.

B. Awards to be presented at conference:
   1. Allison is proposing we allocate $50 for each award to provide a memento – Frank felt this is an administrative cost, no need to vote on this.
   2. Discussion of award recipients, which will be announced in April newsletter and given at the conference.
   3. Frank noted that t-shirts were given in the past and suggested giving tote bags. Jim can contact Caroline to see if we can get another membership (in addition to those donated for silent auction).

1. Student travel grant applications – Frank Alaine and Barry are on board to review applications.
IV. Recurring Business

A. Board development committee- Elections 2012-Slate due in April

B. Next Conference: (Allison, Josh)
   1. Symposia announced- Final call for papers out.
   2. Chapter meeting at the Conference- Agenda items?
   3. Chapter table at the conference- Need coordinator, volunteers
   4. Business meeting at Conference
   5. Potential grant from PSE

V. ACTION ITEMS

A. Frank will provide Treasurer's report to the Board via email

B. Allison will purchase 50 Anniversary bags for the upcoming meeting and contact Val Schaefer to coordinate shipping

C. Betsy will update the board on the UW student panel via email

D. Jim will contact Caroline to see if a few more memberships can be donated by SER for the award winners.