



## **Central Rockies SER Meeting Summary**

**Thursday, January 28, 2015 4:00pm - 5:00pm**

**Great Ecology, Denver, CO**

### **Attendance: 12**

**Denver:** Ann Frazier, Jayne Jonas-Bratten, Brett Wolk, Randy Mandel, Casey Cisneros, Andrea Borkenhagen, Mark Paschke, Tim Hoelzle, Sara Copp

**Calling in:** Susan Sherrod, Kristina Hufford, Patricia Mcilvenna

### **Minutes approved and posted to CeRSER website**

#### **President Report:**

- Regional Report
  - Brett will call into the next conference call, which will be next week or the week after. The international SER has been going through a lot of changes. They are looking for a new director and do not have a leader at this time. They put out an announcement for the director position but have not received much interest to date. Our chapter has some opportunity to contribute and influencing the change. At this point, no one at the meeting had any issues with the international chapter and how they interact with us. They have supported us with the website and chapter dues. The biggest issue might be where the chapter goes in the future with the new management. Talk of fees and restoration certifications are being discussed at the international level.
  - Reminder to vote in the election! We can vote for a regional and student representatives.
  - The international SER conference is in Manchester, England in August 2015. Tim and Aida submitted two sessions.
- Fundraising committee
  - Our chapter has a fundraising committee and we should think about reinvigorating it. It would be good to start collaborating more closely with other organizations. The fundraising committee has dissolved into the outreach and finance committees. The executive committee will work to re-instate it. Mark will revisit the CeRSER charter and see what it says about the fundraising committee. We made the chair of the outreach committee a member on the executive board. We should do this for the fundraising committee chair.

#### **Treasurer Report:**

- Current amount in the CeRSER account \$10,487
- Amount spent
  - \$454.02 on the Altitude Chophouse pub talk and \$100 HAR-CeRSER Conference seat-fee.

- Anticipating spending \$150 for the conference at the Irish Snug this evening.
- Amount received
  - \$239.50 from 2014 Q3 quarterly dues and \$150 on the WEST Conference sponsorship.
  - We are due a check for \$347.50 from our 2014 Q4 quarterly dues.
- Tim has scheduled an appointment to have the CeRSER taxes done, which will be another fee about \$200-\$250.
- Tim has also set up the PayPal account. He will register the group as having 501c status and this will get us a better rate. The account allows us to take in donation money for the HAR-CeRSER conference.
- The treasurer term is up for re-election in January.
  - We will talk about this at the next meeting – ACTION ITEM.
- CeRSER has an iPhone square, that can accept credit card payments and t-shirts.

### **Secretary Report**

- Thinking of doing a newsletter. Andrea has started using MadMimi as a way to develop emails. Is this a good way to deliver information? Does it matter that we are not consistent?
- Jayne is actively updating the website. Please send any good photos to her for advertising.

### **Conference Updates**

- SRM Conference
  - It went really well and Brett et al. were happy with the turnout. 125 people registered for the entire conference and 15 people registered just for the CeRSER sponsored workshop on Friday. Brett spoke to many people who attended because of CeRSER marketing. We even got a few new members.
- HAR-CeRSER Conference
  - The program is set and we have about 30 poster submissions and about 5-15 vendors. Sponsorships are moving forward. We have about 10-12 confirmed sponsors. Everyone is working hard on reaching out to contacts.
  - Most of the activity in the next few weeks will be from the logistics committee, who are currently looking for more support if anyone can help. Please consider volunteering your time.
  - Early-bird registration ends on February 5<sup>th</sup>.
  - We are looking for 10 student helpers. For 8 hours of volunteering they receive a free meeting registration. The students can split the shift into two 4 hour slots.
    - The UW student groups are meeting next week and will discuss their participation or opportunities to volunteer in the conference.
    - The committee could work with finding affordable lodging for the students.

## **Outreach Committee Report**

- Pub Talk – January 28, 2015 at the Irish Snug
  - This is the last scheduled pub talk. The outreach committee is considering organizing workshops and other event options.
- Other events
  - Randy would like to do a willow identification workshop. Sara would like to coordinate some joint events as she is the outreach coordinator for the native plant society. Pub talks are easy to put together and we should continue to do them around our region.
  - The outreach committee will plan another pub talk and start setting a date for the willow workshop. There was a suggestion to have one pubtalk per quarter and in different regions such as, Grand Junction, Durango, Salt Lake City, Jackson Hole, or Glennwood. If we are consistent, members will start to expect them. This is also a good way for us to set-up a budget.
- Does the outreach committee have a budget?
  - That would help them prioritize what they are able to plan this year.
  - This might be something we want to talk more about after the conference in case we do not make money. We should also consider charging a small fee for event attendance. This will allow us to generate some money or break even as oppose to events costing the chapter. Can outreach pull in money with their events?
  - It was estimated that if we spend \$3000 a year, we may be able to generate about a \$1000.

## **Student Guild**

- We have had weaning interest from last semester but have offered a bunch of talks and are organizing the plant sale.
- ACTION ITEM – is a student rep on the board? Check the charter. We should have a separate meeting to talk more about this.

## **Capitalizing on post HAR-CeRSER conference momentum**

- Annual CeRSER meeting at the HAR-CeRSER Conference
  - At the conference, we are going to have a chapter meeting at noon over lunch. This meeting will be more of a reporting meeting. We want to plan this meeting in advance so that it is well structured and inviting for new members or people who are not always engaged. Let's discuss our committees in a forward thinking manner to show the future direction and how we want the chapter to be represented. We should also try to recruit new members and get feedback from current members. We can also talk about activities or programs could offer if more people were engaged. Brett will put together a powerpoint that we can show throughout the meeting with images of events and posters.
  - We should also have another CeRSER executive meeting that can be scheduled so we can talk more about group logistics.

- Our goal is to have three events to advertise at the conference, like a pub talk and the willow workshop in mid-April. Also that we are exploring the idea of partnering with HAR for a summer field-trip workshop.
- We could also have a comment box where people can submit suggestions on events or what they want the chapter to provide for them.
- Are we going to consider having another HAR-CeRSER meeting in a few years? This may help with momentum. HAR is biannual so maybe we can continue with that. We don't necessarily need to host the meeting but we could partner with another group again.

**Next Meeting**

- Lunch reporting meeting at the HAR-CeRSER conference.
- Follow-up meeting a month after the conference.