

FINAL APPROVED NOTES

Attendance: Alan Rammer, Amy Sprenger, Joy Tally, Jennifer Magnusson, Jonathan Hultquist, Orlay Johnson, Anne Stewart, Bill Hanshumaker, Rob Coats, Anne Nelson, Sarah Mikulak, Fawn Custer, Debbie Smith

Welcome and Introductions

Alan

Approval of Agenda (additional topic was added: scholarships item from Sean)

Motion: Jennifer Second: Joy

Approval of Minutes (from Feb. Board meeting – no additions/corrections)

Motion: Rob Second: Bill Hanshumaker

Reports

2011 Conference Update

Amy/Casey

Conference Report: Conference is here! All is going great - 112 registrations! More registrations on Wednesday -Thursday than Friday–Saturday. Conference should be in the black – great news! There was discussion on logistics for NAME gear sales, honorarium for speakers, etc. No major board voting decisions necessitated from the discussion.

Board Elections

Sean (via Alan)

Results:

President: Fawn Custer

President-elect: Anne Stewart

Treasurer: Rob Coats

Secretary: Anne Nelson

NMEA representative: Bill Hanschumaker

Oregon Directors: Joy Tally & Sara Mikulak

Washington Directors: Amy Sprenger & Casey Ralston

BC Directors: Eriko Arai and Anne Stewart (elected previously at NAME-BC Society Meeting in accordance with Canadian rules)

Alaska Director: Nicole Nelson

Election Discussion:

- We had 25% vote return, no contested races, 56 voted. This was our first electronic vote.
- Alan: voting process was really smooth – great job!
- Jennifer – there were some glitches – email went to spam for some. Can't resend individually so she would send a weekly group reminder.
- Clarification question: When a chapter has co-directors running together or separately do they have one vote? Answer: In past have voted as one. Also a reminder that as BC Chapter is a non-profit in Canada, elections are held in December (so already elected before NAME election cycle. This is noted on ballots as well as in the SOPs)
- Should chapter director positions be two-year commitments for continuity? Yes, decision is to leave this as a recommendation

President's report

Alan

- Alan made a commitment to spend time in all 4 regions.

- He is *very* impressed how far we've gone with our website – great work Jennifer!
- Question regarding president remarks on the webpage – no responses received. Wondering if it's a good venue. Discussion that some view this is as informational and not necessarily something that warrants response – keep on keeping on!

ACTION ITEM: For Flashmail – please add that there's a new addition to the President's/Chapters corner on the NAME website It's the responsibility of whomever adds something to website that they'd like announced, to get it to Amy for posting on Flashmail, thanks.

- Alan has remarks prepared for the banquet so this Board report will be brief.
- Question: Can we really do our mid-year meeting in January in Alaska? Discussion: sounds like there's not sufficient funding to get us all there, so we'll have our mid-year meeting at Padilla Bay in early winter 2011. Date TBD

ACTION ITEM: Alan will book Padilla Bay facility when date is confirmed. Thanks Alan!

President-Elect's report

Fawn

- Getting ready to step up even more on NAME activities – notably will be focused on next year's conference in Alaska
- Merchandise sales handled by OR NAME and not through NAME Treasury – Rob clarified this. Proceeds go back into buying more merchandise. Fawn has records to share. When a profit does emerge, we can put this towards scholarships and eventually may be transferred chapter to chapter.

Treasurer's report

Rob

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- June report distributed at the meeting.
- Proposed to move account to OnPoint Credit Union – more interest available on accounts:

Motion: Rob can investigate and change accounts

Motion: Fawn Second: Anne N.

- Budget process distributed and discussed. Last year, Rob and Sean analyzed to see what proportion of membership business is supported by the membership fees. Result of analysis: It's wildly fluctuating. See handout for reference. Points of interest in findings: Merchandise sales really make a big difference as do the lifetime memberships.
- NOTE: goal of lifetime memberships was to get 20 to support the website development. We have 19! Well done folks!
- Our biggest expenses are insurance and website maintenance. As long as we can keep doing conferences in the black, we're ok.
- **Joint NAME/NMEA conferences in Alaska are more fiscally successful than just NAME meetings. This is important institutional information for future Alaska conference organizers.**
- Profits from OR NAME conference in 2010 could be used for scholarships to help support Oregon NAMERs to get to the Alaska conference

Motion to accept Treasurers report:

Motion: Anne S. Second: Joy

Chapter Representatives reports:

ACTION ITEM: Request to have treasurers report from each of the chapters at future meetings, thanks.

OREGON

Joy

- Oregon NAME chapter has more geographic coverage now due to presence in Portland (and the representative has regional focus) and Joy in the south coast.
- Completed the 3rd Sharing the Coast conference. About 35 attended. Event held at Hatfield MSC over two days of workshops and field trips – well done!
- Next Sharing the Coast - 1st or 2nd week in March 2012 somewhere on the north coast. Perhaps in collaboration with Haystack Rock Awareness Group and/or OR Coast Master Naturalist Program and others, stay tuned!
- OR Chapter treasurer report: \$4412 in the bank

WASHINGTON

Amy

- All conference all the time!
- Not sure about Treasurers report at this time.
- Thanks to Amy for a great job organizing the conference!

BRITISH COLUMBIA

Anne S./Jonathan H.

- Currently hosting 3 activities per year (AGM and 2 workshops)
- Last year did two educators' workshops – one at Vancouver Aquarium on Enquiry Learning with Dr. Shawne Rowe of Oregon Sea Grant.
- Another workshop was held during Whalefest in Ucluelet, BC on March 23 (during spring school 3 break.) We were joined by Alan Rammer and enjoyed an excellent workshop using innovative learning techniques such as a very short vote with your feet activity. The workshop was led by an EEPESA/ Vancouver Parks educator. Anne's favorite activity was a really simple one where all were given a color chip and then went to the beach and matched our color chips with natural objects in the environment
- Whale Fest – all went really well. Provided educators with presentations and resources for innovative teaching methods.
- Annual General Meeting (AGM) will be in beginning of December
- BC Treasurer's report: about \$7000 in checking account
- Jonathan is interested in more involvement in BC-NAME – thanks Jonathan!
- Sent 2 educators to this year's conference with scholarship funds.
- Planning on bringing Shawne Rowe up again next year for another workshop

ALASKA

- Director position currently open – stay tuned. Nora's replacement will be the new co-chair
- All would like to have more connectivity with Alaska – lots of good brainstorming on networking with others groups in Alaska and to help have stronger Alaska showing at events.
- Looking at having next AK conference in partnership with another organization
- COSEE Alaska is providing funding support to the NMEA conference
- Marilyn Sigman has a co-chair, Richard, curator of fish at the Sealife Center,

NMEA Representative

Bill H.

- Went to Boston to attend NMEA Board meeting.

- NAME had the largest drop in NMEA memberships of any chapters.
- NMEA discussed what types of incentives would be helpful to raise memberships.
- Bill reports 4 times per year to NMEA. How best to do this? Suggestion to compile information from Flashmail for the updates.

ACTION ITEM: need to put together a basket of items that represent NAME to use as auction item for fundraising for the Alaska conference.

ACTION ITEM: Each director please bring something for the gift basket to the February BOD meeting please. We will do a virtual basket for auction item by taking pictures of what our gift basket items will be and share with NMEA. Members can bid on items virtually and part of our contribution will be to ship it to winning bidder.

- Discussion: Researcher would like to survey membership. Decision: We want to respect our members' privacy and won't provide our membership lists, but **we can share his research solicitation via Flashmail and interested members can get in touch with him.**
- **General suggestions for NMEA conference organizers:**
 - NMEA/NAME coffee between sessions
 - At auction – have raffle tickets to put in for different items
 - Strong expressions of interest for Alaska themed NMEA t-shirt for next year's conference

ACTION ITEM: Ask Pat to send NAME chapter nominations to NMEA for their award nominations

Motion to give NMEA memberships to NAME award winners
 Motion: Bill H. Seconded: Joy

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- Discussion: need NMEA rep proxy for national NSTA conference in Indiana 3/29/12 - 4/2/12.

ACTION ITEM: Please let Bill know if you are able to attend

- Regional MSTA conference in Seattle also good opportunity to for NAME outreach

ACTION ITEM: Please send out a request via Flashmail for both national and the regional conferences

ACTION ITEM: Bill will put NAME chapter events on NMEA events calendar

NOSB Video Contest

Sean

- We need to do better outreach to recruit for the NOSB video contest
- NMEA rep would be a good person to help get the word out
- Suggestion that coordinators of Salmon Bowl, Orca Bowl and Tsunami Bowl could very easily, with little effort, help spread the word about the video contest via communications list
- We can also send announcements out via Flashmail
- Discussion on NOSB Bowl inclusion of BC NAME chapter. Orly read an email regarding this matter. Bill can discuss at NMEA conference call

ACTION ITEM: Group will spread the word about the contest theme to the coordinators of the 3 bowls, OR, WA, AK chapters, OR science coordinator and via Flashmail

ACTION ITEM: need to get BC NAME recognized for the video contest

Membership

Gretchen

- Gretchen submitted a detailed membership report to group – summary below:
- Membership report: 200+active member, 19 life members, 25 NAME/NMEA members, 2 @ reduced income, 5 students, 3 institutions and 1 pending.
- Membership is lower than usual – not sure why - emails erroneously going to spam folders perhaps?
- Institutional members should be listed on website

ACTION ITEM: Can Gretchen send blurb for each institution to Jennifer for web please?

- Difficult to confirm NMEA/NAME memberships from NMEA

ACTION ITEM: Gretchen and Bill will confer

- Online system is working well
- Gmail account is great tool

ACTION ITEM: Can Rob let Gretchen know when checks received please?

- Discussion: Does NAME have an official PO box now in Seattle? Answer: Gretchen looked into it: we barely get any mail, PO Boxes are scarce and expensive. So for practicality, we won't purchase one.

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NAME Flash Mail

Amy

- Sara will take over managing Flashmail for next few months.

ACTION ITEM: Sara will send out note that she's coordinating for now

ACTION ITEM: Jennifer can add that to the website

ACTION ITEM: To submit items for Flashmail send to n.w.aquatic.marine@gmail.com please put Flashmail in subject line

Awards

Pat Willis

- Some categories have no nominees (formal educator, group award, for example)
- Call for award nominations have gone out via Flashmail and is on the website.

ACTION ITEM: Request to Awards Chair to let Board know we need more reminders

Communications Committee

Sean/Alan

- Focus on getting Communications committee more robust this year
- Need two new communications people from each chapter working on committee this fall
- Sean is committed to staying on for the next year

- Communications Committee Update and Streamlining - should the routing of articles for the website go through the communication committee chair to the webmaster or some other tracking to expedite posting of articles?
- SCUTTLEBUTT: process is that articles go through Communications chair and then to webmaster – we’ll revisit this at the mid-year Board meeting. When finalized, we’ll add to responsibilities for each officer.

ACTION ITEM: For now please send Scuttlebutt items for website (Jennifer)

ACTION ITEM: Can Communications chair send out a reminder that articles are due for Scuttlebutt?

NMEA’s new promotional displays

Alan

ACTION ITEM: Alan will send 4 types of new promo items to the Board (details below). We will convey which we like best

ACTION ITEM: Pending approval of Board, Fawn will order 4 small pull up banners. (NOTE: Funds are coming out of NAME account and not the individual chapters)

DETAILS OF NEW PROMO ITEMS:

Cost of various components to the NMEA Display:

Large Pull-up Banner=\$335

Small Pull-up Banner=\$102

Table Top Display= \$960

Tablecloth= \$289

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The final language approved by the board is as follows:

- Table Top Display:

The National Marine Educators Association (NMEA) brings together those interested in the study and enjoyment of the world of water, both fresh and salt, and provides a focus for marine and aquatic studies all over the world. Membership includes Current: The Journal of Marine Education (hard copy), NMEA New (electronic) and discounts on annual national conference fees.

We believe in the magic of the world of water and its ability to facilitate learning.

We believe that every passenger on our planet needs to be water-literate.

We believe in sharing our knowledge, experiences and dreams about the world of water.

- Both Pull-up Banners:

Networking

- Building Partnerships
- Strengthening Collaborations
- Sharing Best Practices
- Leveraging Resources

Professional Development:

- Annual Conference
- Field Trips
- Teacher Workshops

Outreach and Education Resources

- Hands-on Classroom Activities and Lessons

-The BRIDGE, online marine education resources

Publications

- The Current: The Journal of Marine Education
- NMEA News (online newsletter)

- Discussion: Does NAME wish to purchase any of these?
- Decision: we'll investigate options

NMEA/NAME 2012

Nora/Marilyn

- Great field trips are in the works – this is going to be an awesome conference – come one come all!
- Need volunteers for auction (Pam Parker from SeaLife Centre doing the auction)
- **Help is needed** to assist Nancy Brogan, Nora Dean and Marilyn
- General flow plan already in place for June 23 – June 28, 2011
- Stipends to help people who are willing to assist

ACTION ITEM: Jennifer to post to website a call for volunteers to help with conference organizing

Website status, maintenance and support

Jennifer

- Working great, online registration for conference went very smoothly
- All but 7 conference attendees registered via the website
- Auction payments can now be accepted on the website

Standard Operating Procedures (SOPs)

Fawn

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ACTION ITEM: Fawn will send clean copy of SOPs electronically to the Board

Merchandise

Fawn

- Fawn brought lots of merchandise along to the conference: vests, sweatshirts, hats, mugs and flashlights
- Fawn has photographs of NAME items and will share with Jennifer for website and will determine amounts

Scholarship Clarifications

Debbie/Sean

Discussion: clarifying the use of auction funds for mini grants/scholarships

- We need a policy for this – don't have SOP guidance
- Keep mini-grants and scholarships separate currently
- Conference scholarship recipients currently pay the early-bird registration fee – WA chapter donated funds for this year to do meet the request.

ACTION ITEM: Put on agenda for next board meeting to discuss clarifying mini-grants proposal review and award process and criteria (geographic distribution, durable equipment, etc.)

ACTION ITEM: Put on agenda for next board meeting to look at auction proceeds and determine (after funding mini grants) if there is funding left for scholarships and make a decision accordingly on use of funds.

