

NAI Region 4 Spring Board Conference Call Minutes-April 4, 2007

Participants present: Ginger Murphy, Julie Champion, Amy Roell, Sarah Reding, Haley Samuelson-Couchman, Rich Niccum, Frances Boyens, Robin Dungan. NAI Call Host: Deb Tewell.

Begin at 11:03am.

Director's Report

National News and Issues

- The National Board had a strategic planning session in February. Ginger mentioned that there was a lot of good discussion and some new things will be coming up. They are waiting for the final summary notes to come back and the plan will be posted on the web site.
- Julie Buderus has left the National staff and they are waiting to fill this position for now. So any questions go through Lisa and Tim at the National office.
- The Interpreting World Heritage Conference in British Columbia was very successful with 175 attending. Approximately ½ attendees were from the US and Canada and the other ½ from various countries. Ginger Murphy, Tanya Brock and Evie Kirkwood attended from Region 4. Evie Kirkwood presented a keynote on women who have influenced Interpretation through history. Ginger attended Region 10's meeting and presented a session.

Regional Business Meeting Format/Needs

- Ginger will send a bulk e-mail conference reminder through Jamie at the National office.
- The business meeting format will be similar to last year's. Ginger will discuss National business, there will be reports from the secretary and the treasurer, and the Deputy Director will report on future RIW's. Each committee chair will have a table around the room with information about their committee. The participants will be given a scavenger hunt to go to each table and gather answers about each committee. Participants turn in their scavenger hunt answers for a drawing of prizes Ginger will provide such as books, back packs, gift certificates.
- **ACTION:** ach committee chair should get updated questions for scavenger hunt to Ginger by tomorrow.

Secretary's Report (Ginger reporting)

- Committee chairs need to get an updated list of committee members to Leslie by next week.

Treasurer's Report

- Amy Roell reported that as of December 31, 2006 we have just over \$45,000. Our payment was made for the Pioneer Exhibit. Amy has been waiting to hear from Susan Boggs to work on investing in mutual funds.
ACTION: Amy will follow up on this.

Deputy Director' Report

Regional Workshops

- Julie Champion reported that we have a 138 participants scheduled for the 2007 RIW at Pokagon State Park already, and anticipate more registrations to come in so we should have a well attended conference.
ACTION: Robin and Amy need to get new member registrations to Jamie in the national office ASAP so we can get membership materials to them.
- RIW 2008 committee is progressing well. Julie attended a planning mtg. at Cuyahoga National Park and visited the facility we will be using. The committee is well organized and has a good number involved.
- RIW 2009 does not have a date yet, but they have a well rounded committee already organized and will have a proposal ready for us to view at the conference.
- Julie asked Deb Tewell for recommendations, details need to consider for crossing the border and organizing a conference in Canada based on National's experience with planning the International conference in British Columbia. Deb mentioned we must contact a border agent and get the event recognized and let them know what we will be bringing in.
ACTION: Julie will call Deb Tewell and gather more information about international conference logistics. Ginger mentioned that we should make sure we contact Interpretation Canada to be sure they know of the event and ask if they want to participate in some way. **ACTION: Ginger will check with Tim on approaching Interpretation Canada.**

Leaving A Trace at 2007 RIW

- Leaving A Trace leadership forum is from 4:30 -5:15pm . This is an Opportunity to let participants know about our committees and encourage new volunteers. Julie asked if committee chairs could be present to tell a little about their committee and something about how being involved in NAI has helped them in their profession. Julie explained how we are going to make ice cream as we talk making analogy to NAI structure and function as we create ice cream. Julie will send an e-mail explaining this a bit more for committee chairs.

Procedures Manual

- Updates have been given to Julie and a final draft will be reviewed by Ginger and ready to be sent out soon.

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Committee Reports

Archives-Haley Samuelson-Couchman

- Committee currently needs a member from Indiana .
- For the workshop Haley wants to develop a handout that will advertise what the committee is looking for to add to the archival material and let members know how they can access this material.

Awards-Dorothy McLeer(Ginger reporting)

- Dorothy will be finished as chair person in 2007 and has found a new person to replace her. Pete Stobie will be taking over as chair.

Interpretive Project Grants-Rich Niccum

- Rich reported that the grant proposal form will be in the spring newsletter.

Rich and committee have designed an actual form that should make the application and judging process more streamline and consistent. (Previously the applicants wrote a letter.) The judging criteria forms have also been updated.

Membership-Tanya Brock(Ginger reporting)

- Tanya and Ginger had a meeting to discuss new initiatives. Region 4 Currently has 588 members. (We have always had the biggest membership but Region 7 now has 582- so we need to increase our membership to keep our lead.) Students at Northern Michigan University will be conducting a membership survey. Tanya, Ginger and Jamie at the National office have approved the questions that will be asked. They will be calling lapsed members and updating their contact information. We hope to find out why some memberships lapsed and encourage them to join again.
- The 50@50 membership drive has been worked out and there will be a flyer and promotion at the workshop explaining the campaign. The first 50 people will get \$50 of their membership paid by the region. They have to have a lapsed membership of at least a year. *(Note: we modified this slightly before initiating it.)*

Nominating-Sarah Reding

- Sarah and committee have created a list of potential candidates. The list was reviewed by Ginger and Julie and the committee will begin contacting the potential candidates. This year they will be initiating an electronic vote. This worked well for National and they received a much higher return.

Partnerships and Advertising-Marvin McNew(Ginger reporting)

- Donation from Interpretive Ideas help to offset some registration cost at this year's regional.
- Marvin is looking for a sponsor for our booth at the NAI NIW in 2007.
- Nicki Schmutte is new member on committee from Indiana.

Publications-Debbie Nofzinger(Ginger reporting)

- We will be advertising in the spring newsletter to let members know they can receive their newsletter now by e-mail. We will get the e-mail addresses from the National office. Jamie and Deb are working out how to keep our list of who wants it electronically updated every quarter.

Scholarships and Grants-Susan Williams(Ginger reporting)

- Susan will be doing the auction this one last time, Andrea cannot make it to the conference. We have one certification grant recipient and one academic scholarship recipient and three workshop grant recipients.

Strategic Plan-Sarah Reding

- **ACTION:** Sarah needs progress reports on assignments from strategic plan by April 11th or no later than at RIW.

Student Involvement-Wil Reding(Ginger reporting)

- Ginger attended the inaugural meeting of this chapter under at Indiana University. Cem Basman organized the group and several other Region 4

members present, including Vicki Basman and Cathy Meyer. There was about 15-20 people in attendance. The chapter money will stay with Region 4 as a sub-account. There will be a picture in the newsletter with attendees and an IU flag that was signed. They will take it to the workshop. If you are an IU grad you can sign it but you must give a donation.

- Wil is working on getting information from other universities. **ACTION:** Ginger will send Wil the powerpoint presentation on NAI that was developed for the defunct speaker's bureau program.

Training and Membership Services-Robin Dugan

- The Maple Sugaring mini-workshop was canceled due to lack of registration, which probably resulted from poor advertisement. 18 people attended the salamander workshop. **ACTION:** Robin will get new members information to Amy and Tanya and Jamie at National office. We have 3-4 new members so far this year from mini-workshops.

Ways and Means-Susie(Ginger reporting)

- DVD sales are moving along, we sold some at NIW.
- Susie looked into and is ordering a banner to be used as display for the NIW 2007 exhibit. It will be cheaper to ship than other display. The price for the exhibit hall went way up this year. They may bring the price down a little for Regions.
- *Tips and Tricks for the Trail* went into the winter news. Acorn Naturalist is still buying the inserts. Updates are being completed on *Herps*.

Website-Frances Boyens

- Frances is learning the operation of the web site. After RIW 2007 she will be able to add a lot more. She will be adding the Director's page and the current e-mail information blasts. She will add a nominations page with list of duties for positions and committee list plus a volunteer page with list of ways to get involved.

Other business

- Ginger reminded all about the business meeting and leadership forum. She mentioned for all to look for potential leaders, committee members and those that are excited to be involved but need to be asked.
- Reminder to get updates for committees to her by tomorrow.
- Ginger gave an update on Jean Kinnear an active member and past board member who is ill. Jean thanked all for cards and letter. We will have something at the RIW to sign for her and send.
- Frances mentioned she needs photographs for the web site and they can go to archives as well.

Adjourn at 11:50ish.

Respectfully submitted by Julie Champion-Deputy Director