



NAI Region 4 Regional Board Meeting
Pokagon State Park Interpretive/Nature Center
January 16, 2009
All meetings are on Eastern Standard Time

Call to Order: 9:10am

In Attendance:

Officers: Julie Champion (Regional Director), Tim Krynak (Deputy Director), Jenn Wright (Secretary), Ginger Murphy (Nominations), Teresa Rody (Ways & Means Chair), Pete Stobie (Awards Chair), Robin Dungan (Training and Membership Services Chair), Haley Samuelson-Couchman (Archives Chair), Dorothy McLeer (Student Committee Representative), Rich Niccum (IPG Committee Chair & Webmaster), Leslie Witkowski (Membership Chair), Fred Wooley (Host)

Welcome and Introductions: (Julie Champion)

- Discussion about addition of sustainable goal and values addition
 - Goal – Region 4 will use & promote environmentally and sustainable practices when possible.
 - Value – As a region we will demonstrate and promote environmentally sustainable behavior.
- Update on National News –Julie Champion
 - Dues increase:
 - Re structure membership categories and increase dues about \$5/membership. Increase has only happened once in the last 17 years. Looked at the amount of services covered by the dues and how it was offset. Reduced one of the positions on the national level. Laura Diane Moore, sales position eliminated. Was a new position in charge of advertising – now cut.
 - Reducing hard copy publications:
 - Legacy and Interpreter have been merged again into Legacy. Also encouraging all e-mail newsletter. Changed rates for reimbursement of newsletters. Printed was \$1.75 and e-mail was \$.75 and now will be \$1.00 for all newsletters. Discussion about sending postcard or letter with return envelope/flyer that says I still want my hard copy (postage paid)
 - Standards and Best Practices project, other projects – Publication that they are coming out with taking best practice of different aspects of the interpretive profession and putting them together into a book.
 - Enos Mills Fund
 - NAI still has the Legacy Trust Fund which was used to pay off the mortgage on the building.
 - Enos Mills is non-restricted and will be funds that go into general operation
 - Discussion about Region 4 donating to the Enos Mills Fund. Currently region 4 has \$55,000 in our account as of the end of the 3rd quarter. Concern about Ontario workshop attendance. Preference of group was to hold off on actually contributing to the Fund until after the RIW numbers are in.
 - NIW site rotation
 - Proposal is to no longer move around to different regions. National office picked 4 regions that they felt were destinations that people would like to go. Will begin in 2013.
 - Rationale is that NIW's are their biggest revenue maker and these locations are the most well attended destinations. NAI will also get discounts from sites if we return.
 - **Discussion:** Discussion about values verses money and our goal should be on the values and not on how much money we bring in. Look at the impact that having a RIW has had on regional membership. Concern about the lack of the largest/strongest regions (only 1

out of 3). Questions about the organization of the workshops will regional people still be involved in the planning process? Recommendation to have 6 sites to cover more regions in the organization. Question is if that's the decision how are we going to keep the heartland regions engaged and excited about participation in the organization.

ACTION ITEM: Champion will send the proposal to the regional board and committee chairs to look over. Task force will form from region to develop a letter that strenuously objects to the idea & will combine forces with other regions which are also being excluded from the proposal.

- Cost Benefit Analysis/Products & Services Policy: National needs to approve any purchase over \$1,000. Policy is on the website.

Secretary's Report: (Jenn Wright)

- Need updates for board contact information, committee member updates

Treasurer's Report: (Ginger Murphy for Marvin McNew)

- Region has about \$55,000 in account as of end of third quarter.

Deputy Director's Report: (Tim Krynak)

- RIW Update:
 - 2009 – Dorset, Ontario. Based on e-mails and calls we are hoping for a good turn-out.
 - 2010 – Midland, MI. Theme “Elements of Interpretation” Hotel contact has been signed The “H”. Dow training facility. \$85/room. Great green initiatives within the hotel. Any info that we have that needs to get to the website needs to go to Rich.
 - 2011 – Southern Indiana, Jill Vance will be pulling committee together on Jan. 21st.
 - 2012- Ohio - Looking for chair, location etc.
- Updates on policy manual, forms to include in appendices
 - Manuals are on the website and several people have already accessed and been using. Tim is working on forms to add to the website.

Discussion/Action Items with Funding Implications: (Julie Champion)

- E-newsletter: (Julie Champion)
 - Change in rebate rate could affect the budget significantly (\$700 - \$1200). 2009 Publications budget will need to be adjusted.
- New traveling display: (Teresa Rody)
 - \$800 was allocated last year for this and Teresa questioned about getting volunteer design or paying for design. Witkowski thinks that we should be able to find a free design person and acknowledge them in the newsletter/website, etc. Rody discussed the idea of a horizontal design banner which sits on the table. Consensus to include an additional \$200 to the already budgeted \$800 to procure a new sign system.
- New Ways and Means items: (Teresa Rody)
 - 200 re-usable heat packs cost \$365 with NAI logo.
 - Idea to offer a t-shirt purchase for the people riding the bus. Waiting on the number of participants to decide if this is feasible. Minimum is 36 shirts.
 - Other shirt idea is “NAI people say we're out standing in our field”.
 - Question about Foster Brown wanting to create a CD and sell product and get 50% of the sales. Discussion: There is a conflict of interest policy at the National level that we have followed in the past. Some of the items on that list cause some red flags for some at the table.
 - Other ideas: Cell phone cover idea, definition of interpretation - frame able
 - Budget items: 3 reprints of booklets - \$1400, Booth space at national \$230 plus shipping, other postage for interpretive booklets \$100, new product purchase \$1,150.
- Change in newsletter procedure: (Julie Champion for Ken and Jamie)
 - Going to print newsletters, collate and mail in-house.
- Align student scholarship award to Nationals-also pay for scholarship winners to attend Regional conference (Julie Champion for Andrea Haslage)

- Andrea's recommendation as read by Julies was to add on funding to regional workshop for scholarship winners in 2010? *Andrea will contact National Office to find out their policies on national scholarship winners and attendance at national workshop.*
- Discussion and recommendation by the group was that we approve one scholarship w/ registration and the second is contingent upon success of auction in Ontario.
- Dave Kronk's proposal-evaluating interpretive sites as a service: (Tim Krynak)
 - Dave is looking for a group of people to do an interpretive planning report for Pictured Rocks. Idea from Tim is to offer a mini-workshop lead by a CIP to conduct an assessment.
- Increase in grants or scholarships: (Murphy)
 - Establish 2 complimentary memberships for students (add \$25/membership in Membership committee)
 - Cover workshop registration for student presenters at RIW (up to 4 = \$1000 in student involvement)
 - Inviting professor to come and speak at RIW and in exchange for speaking we'd pay the workshop registration for 1 of their students (dependent on success of the budget in RIW - \$250 in student involvement).
 - Question about IPG grants allocation of \$3000 from last year – do we want to continue this for next year? Decision to keep at \$3k. Administrative – RLC up to \$500 to add to the pool of \$\$ to send leadership to spring board meeting. Payment for the 2009 electronic elections (\$500).

Nominating: (Ginger Murphy)

- This is the year for elections so elections will be for the four officer positions and will be securing candidates and are hoping for a full slate.
- We will be using electronic ballots again which provide a high percentage of returns.

Strategic Planning: (Ginger Murphy)

- We reviewed in January of 2009.
- New plan is being compiled and will be e-mailed out to the committee for review and will then be posted on the website.

Student Involvement Committee: (Dorothy McLeer for Wil Reding)

- Amy Greg and Dorothy will take on the task of student interaction at RIW in Ontario in Wil's absence.
- Dorothy is working on identifying career days for college & universities and identifying professors as well as classes that they are teaching to create a master list of this info.
- Power Point presentation is completed and there are CD's burned for distribution at RIW
- Complimentary student memberships (2) will be given out.
- Committee would like to spend the current \$1000 which was already budgeted for 4 student registration fees for RIW Ontario
- Committee is working on developing an internship database for students to find locations to get experiences and tie that into university connections/career fairs.
- Have created a student presentation evaluation to be used with the student presentations at RIW
- Creating a list of universities that teach interpretations
- Need committee members: Wil and Ken Bowald rotate off at end of 2009.
- Eileen was working on a student survey , Will is contacting her to get what data she has so far
- ¼ of Region 4 members are students.

Archives: (Haley Samuelson-Couchman)

- Committee is working with Ball State to get all of Region 4 materials archived in digital format to include on the website.
- Users can search .pdf by word search.
- All FourThoughts are online.
- Will not be including Interpretive Booklets due to their being a sale item for the region.
- Working on award nominations – more difficult as many are handwritten.
- Have a list on website of everything in the archives but it is not very organized. Committee is working on a list by dates to get that information.

- The national office also has archives and we want to see if they or we have anything that the other needs to share.
- Anybody who is headed to Colorado - we have a box that needs to go to the National Heritage Library.
- Planning on donating another \$100 to Ball State for their work. It was budgeted in 2008 and needs to be on the book for 2009.
- Member service - A committee member can contact the university and they will do the research if needed and send up to ten pages for free.
- Committee members: Diantha Martin, Angelec Hillsman
- Still looking for committee members from Indiana (preferably close to Ball State), Ontario
- Looking for relevant donations to add to the archives.

Awards: (Pete Stobie)

- Budget – requesting \$70 increase (\$45 for anticipated increase in awards & \$25 for a thumb drive)
- Early deadline for 2009 awards – e-blast increased the number by 19 applicants. No nominations for Outstanding New Interpreter award this year.
- Will be giving away 10 out of 13 awards at RIW.
- Plaque engraving is underway.
- Pete and Nora will be at the RIW and Diantha Martin will assist with the ceremony.
- New committee member to take Nora’s place - Cynthia Coss
- Committee Members: Scott Beam, Fred Wooley, Kevin Arnold, Brianne Warthman, Dolf DeJong
- End of 2010 looking for Indiana, Ohio and Michigan representative
- 2011 – looking for 3 replacements
- Looking into making the nominations all electronic (would save \$40 in postage for committee)
- Last years winners are posted on the website and include last year’s national award winners: Dr. Jean Kinnear, Dan Best, David Gates & Susan Boggs

ACTION ITEM: Wright will send photo of award winners to Pete

Interpretive Project Grants: (Rich Niccum)

- Would like to get everything to members electronically
- Would like to update budget by \$5 for postage
- 8 applications in 2008 - \$3k to give away
 - Cincinnati History Museum (\$400) to update supplies in museum hall
 - Lake Metro Parks (\$600) – 1st person interpretation program from a historical figure in their park
 - Kalamazoo Nature Center (\$990) – Library program
 - Licking Park District (\$1,000) – update archaeological dig education materials.
- New members: Ann Bugada, Jean Kinnear, Cindy Coss
- 2010 will be looking for a new chair
- Deadline for 2009 IPG is September 1, 2009.

Membership: (Leslie Witkowski)

2008

- Offered a new member activity at RIW 2008
- The pincentive program was retired at the end of 2008. 67 members participated in this program since it began in 2002.
- The National office provides us with 2 complimentary memberships for us to give out at our discretion. Complimentary memberships were given out to Amy Whitehorne from Brockville Museum in Ontario, Canada and to Lauren Metcalf of Columbus and Franklin County Metro Parks in Ohio.
- The region offered 19 complimentary memberships in 2008 with the funds that were left-over from the 40/50 membership drive program.
- A “game show” format, Are You Smarter than a New Member, was used at the RIW in ’08 to meet new members as well as learn a little bit more about the Region. New members were also able to attend the Leave a Trace informational meeting. Nothing was done for the 2008 NIW.
- Currently have 605 members in region

2009

- 2 complimentary memberships will be awarded this year.

- New member activity at RIW in Ontario. Sit down at a meal and then fill out a form and turn it in for prizes.
- National office is still giving out their 2 complimentary memberships
- Need committee members from all states/provinces in region
- Work closely with the webpage master to provide more member services on the website.
- Develop a process to assign individual mentors for new members and promote this effort.

Publications: (Jamie Krupka, Ken Rosenthal)

- Jamie Krupka is new newsletter editor
- Discussion about sending postcards/letters to all members requesting e-mail address &/or opt out for e-newsletters. Budget could stay the same because the extra cost of sending letters/postcards will be recouped with increased e-newsletters.

Scholarships and Grants: (Champion reported for Andrea Haslage)

- Three full RIW grants given away in 2008
 - Justin Smith (Huron-Clinton, MI), Jules Erwin (Indiana University), Laura Seals (Clermont, OH)
- Two full NIW grants
 - Amy Roell (Hamilton County Parks), Jenn Wright (Kalamazoo, MI)
- No applicants for the 2009 academic student scholarships
- Certification Grant discussion – no way of tracking whether certification were being finished so Andrea is proposing that we reimburse recipients for a certification received instead of getting all of the money up front. Discussion: no opposition
- Non-NAI conference grant – Julie read Andrea’s proposal which read :
 - Part of strategic plan from 2007-2008, was offered in 2008 with no applicants.
 - We propose to offer two Non-NAI workshop/conference grants in 2009 on a first-come first-served basis and re-evaluate in 2010. *Andrea will develop new application form for next FourThought and website.:*
 - Discussion and decision was to only offer 1 non-NAI grants this year based on concerns about low attendance at RIW.
- Need committee members

Training and Membership Services: (Robin Dungan)

- Offered 5 workshops in 2008 and 3 were cancelled. Astronomy went (14 with 3 new members), geology (15 with 3 new members)
- Started to do evaluations for mini-workshops and the Astronomy workshop has had a 30% return.
- Robin is working on guidelines for hosting a mini-workshop.
- Committee is interested in tracking how many of the new memberships renew as full members
- New committee member - Danielle Ross (Columbus Zoo)
- Mike George and Angie Manuel will be rotating off at the end of 2009.
- Question about credit card fees and if this committee should cover the fees. Ginger mentioned that currently this fee is charged to the administrative line of the budget.
- Rich is working on the process of getting mini-workshops and Region 4 store merchandise online.
- Region 4 is hosting a CIT training at Pokagon in March

Ways and Means: (Teresa Rody)

- Income for 2008 was \$2900 and 2/3rd is from Acorn Naturalist
- Thanks to those who helped work the booth at NIW.
- In 2008 committee worked on restocking Interpretive Booklets
- Working on getting original digital copies of some of the Interpretive Booklets and then getting them re-printed
- Committee is forming focus groups: new merchandise, bird-a-thon, display
- Question about structure of bird-a-thon in the past couple of years.
 - Lots of ideas and thoughts...decision was that it might be helpful to have a champion of this and Mary Warren is excited to be this person for 2009.
- New production ideas: Calligraphy definition of interpretation (framed or unframed), cell phone covers, hand warmers with logo.

- We will be paying Amelia for note cards

Website: (Rich Niccum)

- 4,600 hits on the website in 2008
- Any announcements from committees can be sent to Rich and he'll put up as soon as possible (try to get up within a week)
- Photos from workshops/site activities – Shutterfly site where anyone can upload photos (Rich will give password).
- Credit Card payments are working on being streamlined
- Online evaluations are also on the to-do list

2009 Conference Call Schedule

- Spring – April
- Summer – July
- Fall – October

ACTION ITEM: Julie will send out meeting dates as they get closer

Regional Business Meeting Structure

- Idea to go back to scavenger hunt concept
- Do a very short meeting & then scavenger hunt with giveaways for scavenger hunts turned in.
- Idea to put cards with 2 questions on the committee tables and participants will pick up cards and they answer the questions and put their name on the back and drop into the bucket for prizes.
- Will need to budget \$\$ for giveaways

ACTION ITEM: Julie will determine and budget for giveaways

Leaving a Trace at RIW2009

- Idea to highlight board/committee member responsibilities throughout the workshop (to the whole group)

Next Annual Board Meeting: January 14th & 15th, 2010

Final Budget Check/Changes and Approval:

MOTION: Krynak moved to approve the allocation of \$1,150 to the Ways & Means Committee to purchase merchandise in time for the RIW. Second by Wright Vote: Unanimously accept.

- Discussion & agreement for Region 4 to donate \$1500 over 3 year to the Enos Mills Fund. To be unveiled at the RIW

MOTION: Wright moved to adjourn Region 4 2009 January Business Meeting. Second McLeer. Unanimously accept.

Meeting Adjourned: 3:35pm