

**Region 4 of the National Association for Interpretation  
Executive Committee Meeting Minutes  
Nature Center Auditorium, Pokagon State Park, Angola, Indiana  
17 January 2008**

**Call to Order:** 1:00 PM

**In Attendance:**

Officers: Julie Champion (Director), Ginger Murphy (Past Director), Tim Krynak (Deputy Director), Marvin McNew (Treasurer), Amy Roell (Past Treasurer), Leslie Witkowski (Past Secretary), Jen Wright (Secretary).

**Welcome & Agenda/Handouts: Julie Champion**

- Regional goal sheet discussed.
- Goals listed are also part of Regions 4's strategic plans.
- Update board on newly adopted core value:
  - *We believe in responsible business management that supports healthy environmental practices to the greatest extent possible in all aspects on NAI operations.*

**ACTION ITEM:** Ginger recommends that ALL board and committee members check national website and click on orientation section which is extremely helpful for board members and committee chairs.

- This site contains all necessary forms including reimbursement, code of ethics, cost-benefit analysis etc.
- Cost-benefit forms must be filled out for all projects, sales item, regional workshop contracts, trips out of country within region or section. All new ideas need to go through cost analysis process.
- Reviewed Region 4's leadership values which are reviewed and added to at each board meeting.
- Review agenda for Regional Board Meeting

**National News Updates: Ginger Murphy/Julie Champion**

- All new board members including new NAI President – Jim Covel
- Structure of National Board – 4 representatives from Regional Directors (Region 4 – Julie Champion) and 4 representatives from sections (Region 4 - Rachel Larimore & Travis Williams), 3 Members at large who are peripherally involved with NAI (KC Dendooven - KC publishing, Flip Hagood – SCA & Tim Schaefer – Pennsylvania Audubon)
  - These 3 provide a great perspective to the board from both a for-profit and non-profit perspective.
- There is a national board meeting next week to design contracts for Executive Director/Tim Merriman and Associate Director/Lisa Brochu
  - Both were at-will and now will have formal 1-year contracts designed to set expectations and job descriptions. Ginger is on contract writing team and the contract drafts have been presented to the national board to approve next weekend.
  - Details: Executive Director will not supervise Associate Director. Both will be supervised by Lynn Youngblood. Contract process will be evaluated summer of 08' to decide if it is working for Tim and Lisa and for NAI, which would allow for some transition time for all parties if needed. Lynn will also be making regular visits to the national office which is a new process.

**ACTION ITEM:** Committee and board members may want to consider sending Evie Kirkwood a personal thank you note for her service to NAI.

- National Strategic Plan is in the process of being reviewed
- *InterpNews* is going to a monthly e-mail format on a trial basis and will be called NAI Now.
- There have been some concerns about e-mail address from national office not getting to all members. Info should also be in *The Interpreter* and on the web.
- The proposed new membership form is on website. We may want to consider reminding our regional membership on how to fill out the form correctly so as to get national and regional e-mails.

**Budget Review – Amy Roell**

- Budget figures for 07' actual numbers are a little off due to late receipts
- Executive Expenses

- 5200 & 5750- specifically related to regional workshop. All RIW's have their own budgets, which is not factored into the executive budget.
- 5500 – Member Costs includes:
  - 6-month memberships - Regional and mini workshop
  - Gifts – 500.00 for 5 years donation to the pioneer exhibit at national office
  - Scholarships and grants committees are factored in their own budgets and not in executive budget for 07'. Changed in 08'
  - Themed booklets are included.
- 6350 – Catch all category
- 6400 – Scrapbook for Jean Kinnear
- 6550 – National charge for members to use credit cards – this is negotiated through national office.
- 7750 – No charges have been made for telecommunications (as of today)
- 7850 – Money for Regional Director's travel (airfare, lodging, meals) to Fall RLC meeting and National Board meeting (not to the entire NAI Workshop – just the first two days of meetings.) No strategic plan meetings this year. Regional Leadership Council (RLC) money paid for NAI 4 Director Ginger Murphy, who was on the national board, to get to Fort Collins for spring board meeting in 2007.
- Actual expenses for 2007 appear higher than projected 2008 due to inclusion of RIW actual expenses.
- Murphy make recommendation to amend 2008 budget to include money in office supplies (7650) for new letterhead (as a result of new NAI logo)
- Roell has question about the retention schedule for regional receipts. May be that 7 years of information needs to be saved.

**ACTION ITEM:** Amy Roell will confirm and write-up the proper procedure for getting new memberships from RIW & mini-workshops to appropriate people.

- Awards Committee Expenses
  - Printing and duplication of nomination forms
  - Postage to send out nomination packets to reviewers
  - Plaques
  - Gifts - Framed certificates
- IPG Committee
  - Slight increase for postage and printing
- Membership Committee Expenses
  - Add \$75 for postage increase
- Publications Committee Expenses
  - Printing booklets/newsletters/mailings incl. folding (currently use a bulk mailing service through St. Joseph County Parks)
- Scholarships & Grants Committee Expenses
  - In 2007 - 1 Academic Scholarship, 2 NIW grants, 3 RIW grants, 4 Certification Grants
  - Lots of printing
- Student Involvement Committee
  - In 2007 gave \$500 to Indiana University to start a student chapter. Committee has asked for \$1000 in 2008 to start a couple of more student chapters.
- Training and Member Services Committee
  - Only 2 mini-workshops went in 07. Murphy comments that it is ok to not break even on these because they are considered member services but they generally do make a little money for the region.
  - In 2007, the number of 6-month memberships has dropped. Roell believes that it is because the increase of membership costs were included in the cost of mini-workshops, which caused the price to be inflated over previous year and thus reduced the number of registrants attending mini-workshops.
- Ways and Means Committee
  - New booklets, re-printing of interpretive booklets
  - Acorn Naturalist partnership has worked out great for Region 4!
  - 7380 – Booth rental for Exhibit Hall at national workshop
  - Postage will go up in 08'

- Overall budget comments by Roell - The grand total of expenses for 2007 have RIW costs mixed in (RIW have their own budget) – by removing that we did not actually spend \$35,000 but more like \$12,000.

### **Status of Membership Drive**

- Status of 2007's 40 at 50 membership drive. If membership had lapsed you could sign-up and Region 4 would pay for ½ of the membership costs (\$37.50).
  - 17 out of 40 people participated in 2007
  - Discussion about using the remaining money in this fund to award complimentary memberships.
  - \$1,500 was budgeted in 2007 for this program - \$862.50 is remaining, which results in 11 professional level complimentary memberships potentially available.
  - Murphy recommendation offering complimentary the memberships since we committed this to our memberships.
  - It is the recommendation of the board that the first 11 applicants whose membership has lapsed for over a year will get free membership.
  - Tomorrow we'll assess the amount budgeted for 2008 and Leslie will make recommendations
  - This does not affect the 2-free memberships offered from the national office.

**ACTION ITEM:** Leslie Witkowski (current Membership Committee Chair) will determine the best way to use remaining money.

### **IPG Funding**

- Request to increase funding from \$2,500 to \$3,000 for 2008.

### **Certification Grant Funding**

- Andrea Haslage may request an increase in certification funding.
- Discussion about increasing funding for local/regional trainings that Region 4 could offer.
- In regards to funding certification trainings out of region, there is a belief that certification may not be as highly valued in this situation and that \$125 (the amount of the certification grants) may not seem worth it since the applicant would still have to fund the remaining expenses (i.e. travel etc.).
- Roell suggested that Region 4 use the funds to offer certification training in the region.

### **Partnership and Advertising Committee**

- Recommendation from the board that individual committees will work on this topic instead of having a separate standing committee.
- Would need to bring to a vote to remove the standing committee of Partnership and Advertising. McNew will make this motion at regional board meeting.
- Question about who handles advertising in newsletter?
  - Recommendation is that if committee is removed then this remains responsibility of newsletter committee.

### **Increase eligibility for scholarships to freshmen or sophomore students**

- Ken Bowald of Hocking College has requested that we lower the limit to include freshmen and sophomore in the application process for academic scholarships.
- Options we discussed including:
  - Allocate one academic scholarship/year specifically for younger levels
  - Only reduce to sophomore level and not to freshmen level

### **New Sales Items**

- New national logo may provide opportunities/discussions including new mugs etc.
- Suzie Edwards will check on the possibility of getting national merchandise to sell at RIW for a cut.

### **Review deadlines for *Fourthought*, grants etc.**

- Dates are in the Procedure Manual.
- 09' RIW is much earlier than usual so dates will have to be bumped up – Stay tuned
- Scholarship awards will also need to be bumped up.

## **NAI NOW**

- Normally regional info for *InterpNews* would be collected by Regional Secretary. With this new format there is a question as to who should collect that info or should everyone just send Paul Caputo their submissions.
- Recommendation of board is that Regional Secretary should remain the contact to assure that all info is included and accurate.
- Question about where Paul is going to send reminders for NAI NOW or do we need to do that for regional committee chairs?

**ACTION ITEM:** Jen Wright will contact Paul and see how he wants that info sent and whether or not he will be sending reminders.

## **Contacting New Members and Volunteers**

- Regional Director creates questionnaire and distributes at RIW and NIW to solicit volunteers for regional service.
- At 2007 NIW we got 9 new volunteers
  - All of those individuals need to get call or e-mail thanking them for volunteering and updating them on where and when they might fit into the region.
- New member integration process:
  - Registration chair of RIW takes new members and submits info to the national office with a disbursement letter and a copy of the letter to Jamie at national and the Regional Membership Chair.
  - RIW is the breakdown point.
    - There is the possibility that new members from 07 RIW did not get new member packets.
- This needs to be clarified at January Regional Board Meeting. Very important that Training and Membership Services Chair (Robin Dungan) and Deputy Director (Tim Krynak) understand the process.

**ACTION ITEM:** Amy Roell will write up the procedure that is currently being used and be sure that it is submitted for addition to the Procedure and Workshop Manuals.

## **NMU survey**

- Executive committee has read

## **Discussion of new Logo use**

- Lise Schools is the keeper of the Region 4 stationary which we may need to replace.
- Do we want to order more now? How much of the old stuff do we currently have?

**ACTION ITEM:** Ginger Murphy will ask question about graphic standards for Paul (Completed on 1/17/08).

## **Publications**

- Debbie Nofzinger would like to find a new newsletter editor. Think about candidates that might be interested.

## **History DVD's**

- Dave contacted Murphy: The contract is over and Dave wants to get rid of stock.
- National is not interested in being a part of project so Dave is taking all but 20-25 back. If we want more we can ask Dave. Now we are getting bigger cut in the revenue.

## **Leaving a Trace at RIW**

- Champion updated group about the leadership session at RIW. Need board and committee members to be at that session.
- Talk about role in organization and why joined, benefits, why it's important to serve, how we've grown in profession because of NAI.
- April 8<sup>th</sup> – 4:40 - 5:15pm is session time

## **Individual Executive Position Meetings**

**Adjourn:** 5:20PM

**Call to Order:** January 18, 2008 3:50PM

MOTION: Krynak moved to approve the proposed 2008 budget with the discussed changes made at the regional Board Meeting. Second by Wright. Vote: Unanimously accept.

**Respectfully submitted,  
Jen Wright, Region 4 Secretary**