

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

Call to order: 9:00AM

In Attendance:

Officers: Julie Champion (Regional Director), Tim Krynak (Deputy Director), Marvin McNew (Treasurer), Jen Wright (Secretary), Ginger Murphy (Nominations), Amy Roell (Ways & Means Co-Chair), Susie Edwards (Ways and Means Co-Chair), Pete Stobie (Awards Chair), Robin Dungan (Training and Membership Services Chair), Andrea Haslage (Scholarships & Grants Chair), Haley Samuelson-Couchman (Archives Chair), Eileen Sawyer (Student Committee Representative), Rich Niccum (IPG Committee Chair & Webmaster), Leslie Witkowski (Membership Chair), Fred Wooley (Host)

Welcome & Introductions: (Julie Champion)

- Murphy gives thank you to committee and gifts☺
- Champion gives thank you to Murphy for her work with Regional and National
- Champion introduces National office mission, vision, goals, core values including new 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.

National News: (Julie Champion/Ginger Murphy)

- All new board members including new NAI President – Jim Covell
- Structure of National Board – 4 representatives from Regional Directors, 4 representatives from sections, 3 Members at large who are peripherally involved with NAI (KC Dendooven - KC publishing, Flip Hagood – SCA & Tim Schaefer – Pennsylvania Audubon)
- Current board is charged with designing new job descriptions and contracts for the Executive Director (Tim Merriman) and Associate Director (Lisa Brochu).
 - Contracts will be approved at the January board meeting. Both positions were at-will and now will have formal 1-year contracts, performance expectations and new job descriptions. Contract gives board option to close employment without legal ramifications & Merriman and Brochu also have the ability to step out if necessary.
 - Ginger is on contract writing team and the contract drafts have been presented to the national board to approve next week.
- National has eliminated the African American section (merged it with cultural section as a chapter)
- May be creating an International Section
- National board will also be working through the strategic plan
- *InterpNews* is no longer being printed in hard copy. NAI NOW has been revamped and this will be a monthly e-mail to the membership.
- There will also be bullets of what is happening in the bi-monthly *Interpreter*.
- Upcoming National Workshops: 2008- South Korea & 2009 - Greece
 - No money coming out of our budget to run these workshops. They are all cooperative agreements. We have members in 20+ countries so it makes sense to spend time focusing and partnering on these regions.

Regional Goals and Leadership Values: (Julie Champion)

- Highlight regional goals and leadership values.
 - Haslage questions the wording about leadership values #2. (“*Provide great & useful services*”)
 - Decision of group to change second bulleted Leadership Value to say “Provide high quality, useful services.”

Secretary Report (Jen Wright)

- Sent around contact lists for review and correction.

ACTION ITEM: Wright will e-mail revised contact list to all board members and committee chairs. ALL are expected to review and send all updates to Wright on a regular basis.

- *InterpNews* is going to a monthly e-mail format on a trial basis and will be called NAI Now.
- It will be the responsibility of the committee chairs to get the info to Wright on a monthly basis to submit to the national office.

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

- Minutes of meeting will be typed and e-mailed to Regional Director for review. Once approved, minutes will be e-mailed to all committee chairs and it will be their responsibility to review and respond to Wright within 1 week with any corrections/additions. After this date Wright will e-mail a copy of the minutes to Niccum, webmaster, for uploading to the website.
- All officers must sign a Code of Ethics for national office and we will also include our committee chairs in that process in Region 4. Wright will collect and mail copies to national. One copy will be kept in the regional files.

ACTION ITEM: Eileen Sawyer will get a copy to Wil Reding and Wright will get a copy to Deb Nofzinger.

Treasurers Report: (Amy Roell)

- We currently have over \$50,000 in account.
- CD's/investments are now held with National Office because at various times of the year they have a shortfall of cash and now they are able to use region and section dollars at lower interest rates than borrowing money from the bank. National pays us interest at the same current rates for CD's. This represents a cost savings for the organization as a whole. We still have all of our money available at all times.

Budget Review

- Current budget does not represent final numbers as it has not been updated since October.
- Roell has tracked spending for each committee throughout 07' and then created 08' budget based on what chairs requested.

➤ *Executive Committee*

- 5200 Field Trips – Represents what was spent on mobile workshops at RIW 07'
- 5750 RIW Costs – Not all RIW costs are represented here because RIW has its own separate budget, which the regional treasurer does not see.
- 5500 Membership Costs
 - 6-month membership (RIW & Mini-workshops) - \$2k total - \$500 for 6-mth memberships & \$1500 for 40 at 50 program
 - Gifts - Pioneer Exhibit – have made 3 installments to date
 - Themed booklet – When these are sent in *FourThoughts* it is considered a member cost.
- 6350 – Committees – Miscellaneous costs that occur in committees
- 6400 – Comp & Gifts – Scrapbook for Jean Kinnear
- 6550 – Credit card fees from national office (national negotiates with banks)
- 7850 – Travel/Board Expense
 - Regional director's travel expenses for fall RLC and board meetings
 - Regional board meeting (Lodging)
 - Regional Leadership Council (RCL) - Each year each region contributes \$400 members to get 4 RLC reps to spring meeting in Ft. Collins.

➤ *Awards Committee*

- 6400 Gifts - Framed certificates

- 6900 Miscellaneous Expenses - Plaques
- 7100 Postage - To send out nomination packets to reviewers
- 7200 Printing/Duplication - nomination forms
- *IPG Committee*
 - 7100 Postage - Slight increase in 08' for postage and printing
- *Membership Committee*
 - 7100 Postage - Add \$75.00 in 08' for postage increase
- *Nominating Committee*
 - No elections in 08' = no expenses
- *Publications Committee*
 - 7100 Printing/Duplication – Covers printing booklets/newsletters/mailings including folding (currently use a bulk mailing service through St. Joseph County Parks)
 - Note: This committee did bring in \$400 in advertising income in 07'.
- *Scholarships & Grants Committee*
 - In 2007 – gave away 1 Academic Scholarship, 2 NIW grants, 3 RIW grants, 4 Certification Grants
- *Student Involvement Committee*
 - 5000 Member Costs - In 07', gave \$500 to Indiana University to start a student chapter.
 - In 08' committee has asked for \$1000 to start 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 was 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*
 - 6500 Contract Services – should go down in 08' since there are no more DVD's
 - 7100 Postage – increase in 08'
 - 7200 Printing - New booklets, re-printing of interpretive booklets
 - 7380 – Booth rental for Exhibit Hall at national workshop
- 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.
- Haslage questions the location of funding for the workshop grants – should it be in the workshop budget or the regional budget? There are discrepancies in the procedures manual. Champion found (in procedures manual) wording that states that we will fund 3 full grants up to \$400 and it should be calculated in the regional budget, not the workshop budget. This discussion will be added to the agenda as a discussion item.

Deputy Director's Report (Julie Champion/Tim Krynak)

- 2007 saw a wonderful spring workshop
 - ~170 registrants – profit was well over the \$2400 – in the ballpark of \$5-\$6
- 2008 RIW booklets are out and it looks exciting. Website has overall description as well as maps and session summaries. Registration is available online BUT there will be no credit cards taken on the website – can use PO's.
- Cleveland has tighter facilities in terms of numbers (140 registration limit) – get registered early!
- 2009 - Ontario Workshop Feb. 23-27, 2009!
 - Website will be available to look at workshop site
 - Looking at the possibility of offering pre-workshop activities
- 2010 - Midland, MI

- Rachel Larimore is Chair
- 2011 – Indiana, Site TBD
- Procedure Manual Update
 - Currently being reviewed and updated
 - At the end of each section of the manual there is a category titled *Forms/Records/Applications Associated with Position*. Krynak is compiling all of the electronic copies from each committee and will provide a complete electronic copy of all forms for each chair.

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

- **40 at 50 Membership Drive: (Leslie Witkowski)**
 - Part of Region 4 Strategic Plan. Offering 40 memberships of which 50% of each membership will be paid by region 4.
 - We honored 17 of the 50 available in 2007.
 - We currently have \$862.50 remaining from this budget, which results in 11 professional memberships which we could give away on a first come first serve.
 - 2-complimentary memberships from national still exist and this program is separate from that program.
 - Recommendation is that we will offer this again in 2008.
 - Around the Table Discussion*
 - Question: How to advertise for complimentary memberships
 - How was it marketed in 07? Answer: Regional workshop (“You’re here, you’re a member – tell someone else”), monthly e-mail, *Four Thought*, *InterpNews*.
 - Suggestion: Contact lapsed members and offer free membership for 1-year.
 - Suggestion: In December, mini-workshops folks got 6-month membership - maybe give them a full year instead.

ACTION ITEM: Witkowski will assess all recommendations and will decide how money is to be spent.

- **Increase IPG Grant money for 2008: (Rich Niccum)**
 - Currently have \$2500 budgeted. Based on Program Manual this can be revisited on a yearly basis.
 - Niccum requests that we increase budget by \$500 to \$3000 total. This would allow funding for an additional grant proposal.
 - Around the Table Discussion*
 - Question: Whether or not we give \$\$ away every year,
 - Answer: Yes, we always get more applicants than we can fund.
 - Suggestion to increase even more than \$500, several positive comments, concern from McNew about the economy and not raising too much, but rather than reviewing each year.
 - Murphy explains that based on the remaining balance of 40 out of 50 (\$700) it is no net loss to the Region.
 - Final decision is to raise 2008 IPG Grant allocations \$500 for a total of \$3000.
- **Increase certification grant money: (Andrea Haslage)**
 - Haslage not sure that we should increase since this is the first year that we gave away all 4 of the certification grants.
 - Murphy clarifies question is that since we are having trouble should be think about how we give the money away?
 - If you host a certification training workshop you get a handful of free slots.
 - Decision to be made would affect 2009 budget since 08’ applications are already out to membership.

ACTION ITEM: Dungan will check on details for getting either a CIT, CIG or CIP workshop sponsored by Region 4 in the region, including logistic information.

- Is there a better way to get the word out for certification grants?

ACTION ITEM: Murphy will check with Lisa Brochu and see about posting the information on the trainers’ page of the website so that trainers can help advertise the availability of the grants.

- **Do we need Partnerships and Advertising Committee? (Marvin McNew)**
 - Rationale to establish this committee was to help the region get more \$\$
 - Comments – McNew does not necessarily see the need for committee and thinks that each individual committee can handle the fundraising.

MOTION: McNew moved to dissolve the standing Partnership and Advertising Committee. Second by Wright
Discussion: Stobie recommends “canning” the committee, support, advertising for rates/ sponsorship goes back to
publications committee. Vote: Unanimous approval.

- **Decreasing eligibility for academic scholarships to freshmen or sophomore students: (Andrea Haslage)**
 - Region 4 gave away 1 in 2007 – Budgeted to give away 2)
 - Ken Bowald has asked that we lower the academic limit to include Freshmen and Sophomores

Around the Table Discussion

- Explains that students at this college go into the program having already chosen to be in this career, suggestion to lower to include Sophomore, suggestion to focus on specific class category to insure that we are covering national resources classes and not just core classes, recommendation to open to all college level classes to increase the pool and then letting committee decide on the applicants,
- Question: What are requirements of grant – have to get a letter of reference from advisor, certain GPA.
- Champion notes this would mean we’d need to make a motion to change the policy and procedures manual
- Murphy highlights and recommends national scholarship requirements.
- Question about amount distributed and how much comes from the RIW auction. Auctions often make more than the amount allocated – Do we want to increase amount?
- Question about where the money for the grants comes from
- Answer: Money from RIW auction, ways and mean, bird-a-thon. Total monies from these areas cover all scholarships and grants from region 4.

MOTION: Krynak moved that beginning with the 2009 academic scholarship application process, the Academic Policy will change from reading “Juniors, Seniors or Graduate eligibility” to read “Undergraduate and Graduate eligibility”.
Second by McNew. Vote: Unanimous

- **New Sale Items: (Susie Edwards)**
 - DVD are almost all gone
 - Edwards is considering talking to Estelle Brown about new Logo Mugs for the region.
 - Looking at the possibility of purchasing a new display for traveling. Current display is large and heavy. New one would be approximately \$800 or less.
 - Need to reprint *Nature at Night* (40-50 copies left) in 08’. Acorn Naturalist partnership has worked out great for Region 4!
 - \$350 to copy about 250 copies.
 - Recommendation to put \$300 into budget for mugs and miscellaneous
 - Can we get new merchandise from national to sell at RIW?

ACTION ITEM: Susie will check on possibility of getting national merchandise to sell at RIW 08’

- Suggestions for new logo merchandise:
 - T-shirts, water bottles, hats, re-bags, binocular straps, stocking caps, electric socks, region 4 – souvenir packs, boxers, pin collecting, note cards of different regions/parks.

- **Review of deadlines for *FourThought*, grants, scholarships, awards, RIW budget: (Julie Champion)**
 - One reason is that the 09’ regional is in Feb. which will bump up the awards/scholarships deadline.
 - Grants for Regional Workshop will be distributed in January so we’ll keep the money in 09’.
 - Create a master list of what needs to go into *FourThought* and when. Deadline should be included in the committee reports.

ACTION ITEM: Nofzinger will create list and e-mail to all committee chairs.

➤ **NAI NOW**

- See Secretary's report

➤ **Contacting new members and volunteers**

- There is a spreadsheet that is being compiled of individuals who have offered over the years to help on committees/workshops etc. Regional director and secretary hold copy.
- Receive new names at RIW and NIW (9 were collected at 07' NIW)

ACTION ITEM: Champion e-mails all of the contacts to say thank you and next steps. Champion will follow up with the original contact to all individuals and then send to committee members to dole out.

- Procedural – When new members apply the regional action step are???:

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.

➤ **New logo/Current Stationary: (Ginger Murphy/Julie Champion)**

- Region 4 currently has 3.5 reams and approximately 150 envelopes.
- Paul Caputo is ok with using "Classic Logo" office supplies
- Question about printing new logo onto awards plaques and certificates
 - Recommendation is that anything printed new should include the new logo.

➤ **Budget Requests/Increases**

- Student Involvement
 - Increase \$1,000 to start new student chapters.
 - Discussion: Roell suggests having an accountability plan for recipients of money, recommendation that Indiana University writes policy for us.
- Workshop grants
 - In 2007 we increased the amount of national workshop grants from \$600 - \$800 should we continue?
 - Discussion: Agree based on increase of associated costs, budgeted increase for 2008 is \$500 for regional and \$800 for national workshops, Haslage reminds group that we talked in the strategic plan was to budget money for someone to go to other workshop and present about NAI.
 - Recommend that we change wording of how much we pay for each year for scholarships. We decide each year how much we will allocate to grants.

MOTION: Krynak moved that the 1/11/2002 policy to fund regional workshop grants be revised to fund 3 workshop grants at an amount to be determined in the budget each year. Second by McNew. Vote: Unanimous

- Clarification of 2003 motion regarding the Bird-A-Thon monies distribution so

Motion: Krynak moved that National Workshop Grants will be funded through Region 4 Scholarship Fund which contains dollars from our annual regional auction and bird-a-thon, and the dollar amount will be determined annually based on income. McNew seconds. Vote: Unanimous.

Committee Reports:

➤ **Archives (Haley Samuelson-Couchman, Chair)**

- We are not at the front of the line at Ball State since we are the first outside organization to be a part of the archives at Ball State. They will however be getting to us in the next year.
- Working on website project – Scan and put all documents on website for members to search database.
- Working on correlating our archives with the national archives which already exist. Currently our info is not in any particular order.
- Committee working on organizing info on a yearly basis which would make research easier.
- Everything is going electronic so it is getting a little more challenging. Working on organizing CD's.
- Looking for committee members from Ohio & Indiana.

➤ **Awards Committee (Pete Stobie, Chair)**

- 2007 national awards winners for Region 4 (Kara Haas, Bob Dispenza, Tim Krynak, & Ann Bugada)
- Question about how to get info to *FourThought* – Awards chair responsibility to do this.
- Adopted and currently using National Awards grading criteria for the Regional Awards reviewers.
- Pete will be putting the review criteria in the *FourThought* for next year prior to award deadline.
- 20 nominations for 2008. All 4 state/provinces were represented, all categories except Master Interpretive Manager represented.
- Feb 15th is the date for reviewers to get info and reviews back to committee chair.
- Working to get committee balanced across the region (Currently - 3 Ohio, 1 Indiana & 2 Michigan). As rotation occurs will try and balance over regions.
- Because of Ontario in February - Awards nominations for 2009 will be advertised in 2008 spring and summer *FourThought*. Deadline will probably be around November.
- Updating plaques which are full and updating logo on certificates.
- Chair will update award winners to website.

➤ **Interpretive Projects Grants (Rich Niccum, Chair)**

- 7 Applicants for 2007 IPG's. 4 organizations received money
- 2009 deadline will be September 1, 2008.
- Have redesigned evaluation forms this year.
- Will be posting evaluation criteria on the website
- Currently large, free-standing display is being used and Rich is working on a PowerPoint display to use in its place.

➤ **Membership (Leslie Witkowski, Chair)**

- NMU Survey
 - 1,000+ contacts tried
 - Results: Why membership lapsed
 - Unaware that membership had lapsed
 - Not using membership benefits
 - Too costly to re-new (exp. Students)
- Pincentive Program
 - Forms submitted have dropped significantly in the last 3 years
 - Recommendation that program be discontinued
- 2 -Complimentary memberships from national level will be awarded
- Need committee members!
- One of strategic plan items was to have a welcome reception for new members at the RIW in 2008. Question about whether this is happening???

ACTION ITEM: Leslie will check with Foster about welcome reception for new members.

- Sawyer has question about how to advertise to students/universities?
 - Ideas – Posters, flyers, pamphlets etc.

ACTION ITEM: Ginger Murphy will talk with Jill Vance to create a flyer.

ACTION ITEM: Rich Niccum will post on website

ACTION ITEM: Julie Champion will send to membership in Regional Director membership e-mail so can be printed and posted.

➤ **Partnerships and Advertising (Marvin McNew, Treasurer/Past Committee Chair)**

- In the Can!

➤ **Publications (Julie Champion, Regional Director)**

- Winter *FourThought* went to printer last week
- Search is on for new *FourThought* editor

➤ **Scholarships and Grants (Andrea Haslage, Chair)**

- Scholarship applications and RIW applications are out and due in early Feb. 2009.
- 2009 RIW grants will be done early this year due to early timing of workshop
- Question continues to be raised about whether or not someone who has already received a grant or scholarship can apply again?
 - Discussion: Award and grant winner information need to get info to Regional Director so it can be submitted in bi-annual report to national. This will allow us to have a comprehensive list of recipients for the future.
 - Recommendation is to leave the policy the way it is and if someone takes the initiative and they are the only ones to apply then they can get it.
 - Repeat winners will be put to the bottom of the pile in the event of multiple applicants.

ACTION ITEM: Haslage will send list of scholarship and grant winners to Niccum to be posted on the website.

ACTION ITEM: Krynak will update the Regional Procedures Manual to reflect the policy regarding re-application a second year.

- Student involvement - Concern that Scholarship Committee is spending lots of time on creating a contact list. Recommending that the student involvement committee take the list over.
 - Sawyer believe that there is no reason that student involvement should “take the list over” because they are already doing that work and have spent a lot of hours checking on universities, talking to chairs etc.
 - Sawyer mentions the updated work that she has done in this area through Bowling Green University and other universities. There seems to be a challenge in getting faculty to promote NAI because they do not pass on career information to their students. This is creating difficulties in getting the word out to students.
 - Murphy recommends that the Student Involvement Committee contact Tom Mullin & Jean Kinnear and ask for advice on how to reach college & universities.

ACTION ITEM: Stobie will relay contact for someone who has done a research project on colleges who are dealing with interpretation who he saw at a past NIW.

- Question about non-NAI conference funding – do we want to do this?
 - Ginger proposes that we put \$500 into 2008 budget to get this started.

➤ **Region 4 Strategic Plan Update: (Ginger Murphy)**

- Completed about 6-7 items on plan. Ginger will be following up with individuals to see where they are. Ginger will have an update for the committee by Feb. 1st.

➤ **Student Involvement (Eileen Sawyer, Committee representative)**

- Looking for advertising opportunities
- PowerPoint is available for advertising purposes – Susie Edwards has the copies

ACTION ITEM: Rich will see about putting up the presentation at the website

- Session being offered at RIW 08’ where students can present in front of committee members and get feedback
- Evaluations are being done for scholarships
- Wil Reding and committee have arranged for a hostel for students to stay at a reduced cost.

➤ **Training and Membership Services (Robin Dungan, Chair)**

- Need more ideas for workshops for 2008 – Blue sheet went around table for ideas
- 2007 - 4 programs offered. Only 2 went (1-Ohio and 1-Indiana)
- Netted \$400 for 2007
- 2008 - Feb. 11th – 12th Raptor Workshop (Michigan – ODC), March 6th – Youngstown State professor is offering a basic level Astronomy Workshop.
- One that committee would like to offer in 2008 is Natural Flats (Interpreting Urban Neighborhoods)
- Rich recommend - Management Leadership Sessions
- Question about who can send mass e-mails in Region? Julie is the one who collects info together and sends out to national to submit.

- Guidelines – No attachment, all in body of e-mail or add link to website
- CIG Trainings – Who schedules &/or offers in our region?

➤ **Ways and Means (Susie Edwards, Chair)**

- Sales at NIW 08' were dismal
- Amelia Hansen has sent notecards for Region 4 to sell (40%-60% sales split)
- DVD's are back to Dave Kronk as it was end of agreed contract time. 20 are left in region and we can get more if needed.

➤ **Website (Rich Niccum, Chair)**

- Website has & continues to be updated
- Niccum is working to have all new information up within a week of receipt
- Suggestions/additions/criticism about site please send to Rich
- User friendly, information laden for members – suggestions are nice
- Photo gallery site is available. Photos can be send to site (with password) or sent to Rich on CD and he'll upload
- Goodsearch.com – search engine where user can specify charity and money to go to that organization who gets 50% of profits. (Goodshop.com)

ACTION ITEM: ALL - Double check Interpretive Agencies link list – send all changes to Rich

➤ **2008 Conference Call Schedule**

- Julie will send out date options and committee will need to respond.

➤ **RIW 2008 Regional Business Meeting: (Julie Champion)**

- Do we want to use the same format as in previous years?
 - Drawing for prizes for folks that came to meeting and answered questions.
- Recommendation that since people seem unaware of some happenings in Region 4 go back to original format for a year and then maybe switch it up again.
- Pete recommends that each committee performs a “short skit” as a report – all agree.

ACTION ITEM: ALL - Each committee needs to come up with a short sketch/skit/interpretive handout to highlight their reports.

➤ **Leaving a Trace: (Julie Champion)**

- Leadership session at RIW to help people learn about how they can be involved with NAI. Julie could offer the same format – Food related!

ACTION ITEM: Chairs and board members need to be present to talk about their role in NAI and how it has benefited them and their career.

- Recommendation to keep pincentive forms as a reference for new members to see what their options of involvement are.

➤ **Next Annual Board Meeting: (Julie Champion)**

- January 14-16th, 2009 at Pokagon
 - Wednesday 14th, Executive Board Meeting, Thursday 15th, Strategic Planning, Friday 16th, Regional Board Meeting

Adjourn: 3:47PM

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