

**Board Meeting Minutes of the
MINNESOTA ASSOCIATION OF CONSERVATION PROFESSIONALS**

28 December 2011

Stearns County SWCD Board Room 217, Waite Park, Mn

Present: Brian, Willis, Bill, Beau, Todd, Jesse, Ray, Nicholas, Jack and Paul.

Ray called the meeting to order at 9:40 am.

Electronic Actions by Board since last meeting

No other formal remote actions taken by board.

Secretary's Report – Minutes from the last board meeting, as well as remote actions since last meeting (see above) were approved remotely and have been posted to the website.

Treasurer's Report

Ann was not present, but submitted report remotely; \$2,511.56 (savings); \$189.94 (free checking); 4 expenses – website domain renewal (\$61.60), dedicated funding white paper (\$300), annual fee for P.O. box (\$46) and legacy stakeholder's forum (\$125).

There was some discussion on whether we want to continue our involvement in DFWG (whether involvement addresses the organizations mission), and whether legacy stakeholder's forum will be an annual cost to us if we continue our involvement. Some feel we fill a valuable niche for the group, but what are we getting out of it, is it worth the cost....are we meeting our mission by being involved with them? No decision made, tabled for another meeting.

Ann also prepared and distributed a spreadsheet to help the board decide what the cost of registration & membership should be for the annual meeting.

Beau made motion to accept the treasurer's report, 2nd by Ray, passed unanimously.

Annual Meeting Planning

After discussion, Jack made motion that we opt for \$25 registration fee and \$15 membership fee for 2012; Bill 2nd; Passed unanimously.

Beau will check into catering possibilities and costs, and report back to the board.

Annual Meeting Agenda & Logistics (see attached for Agenda detail)

Adjusted agenda to account for a brief welcome.

Decided to reduce time spent for networking in morning and provide timeslot as part of original roundtable discussion and talk about who we are (e.g. why we're different/what's our niche), etc. – can also talk about a year in review, what it means to be a conservation professional

(different roles of members), etc. Brian and Paul will work on a statement/presentation and distribute to board in the next week or so for board feedback/approval.

Announcements & marketing for meeting – Will work up an Html or pdf flier to send out in an e-mail announcement, via Facebook, etc. Jack will get a list of member's addresses from Ann and we'll consider sending a post-card announcement at least to members who don't have an e-mail address.

Flier will include brief summary of agenda, title, catch-phrase and short 1-2 sentence abstract about meeting (Paul and Brian will work on the abstract), and include a small area for registration (don't include membership information – we want that completely separate from the meeting); need to get 1st announcement out by 1/15/11; then follow-up in February sometime; broadcast e-mail announcements will occur, but board members must also make individual invitations since many attendees we get will likely not come as a result of broadcast announcements.

Ray indicated he will send notifications to USFWS, DNR, DFWG, Willis will contact PCA, Paul will contact U of Mn & water resources center. No other assignments made, but Ray will set up a Google Docs link to keep track of announcement distribution assignments in the near future.

We need to ensure that last year's attendee's are contacted, if possible personally

Annual Business Meeting Agenda

- Agenda Items (call for additional items, approve agenda)
- 2011 Annual Meeting Minutes/Secretary's Report
- Treasurer's Report & Audit
- Old Business
 - Present Logo & Letterhead
 - Jackets
 - Other old business
- New Business
 - By-law Changes
 - Elections
 - Other new business – allow membership to bring forth issues
- Recommendations for Next Year's Annual Meeting
 - Location, topics, speakers, etc.
- Announce Silent Auction
- Adjourn

Discussed upcoming elections briefly. Bill is willing to serve another term as board member depending on interest from others. Beau will inquire with Dan to see if he's willing to run and serve another term. In addition to the 4 board members, we need to seek nominations for president-elect.

Fundraising

Ray N. had indicated he'd be our standing fundraising coordinator for silent auction. Bill motion, Willis 2nd to pay for shrink-wrapped costs for 4 prints to be donated by Beau, passed. \$250 budget for buying items. Brian highlighted that we should not fundraise on company-time.

Website Update

Jack provided status of webpage visits and content. We've not had a lot of visits to the website, a little over 1,000 visitors this past year. Although, we don't have a lot to offer on our website. Anything that board members feel is worthy of posting to our website, contact Jack. Jack has been updating the page at least a couple times every month.

Those board members who got speakers must approach them very soon and see if they have content (web links, bio, papers, abstract) they want posted to our website that are relevant to their talk, as well as request bios, and we should also request that they solicit interest for our annual meeting to their colleague network.

New Business

Some discussion of organization being more active and starting to plan 3-5 annual & regional MNACP conservation meetings/discussions/conversations on Saturday's for cons professionals, members of public and legislators/politicians to discuss some timely conservation issue. Needs to be vetted out further. Also talked about mentors and idea meetings or forums. This will likely be part of our message that Brian will present during the annual meeting.

We need to discuss DFWG ongoing costs and whether or not we will continue to be involved. We fill a valuable niche on the group, but what are we getting out of it, is it worth the cost....are we meeting our mission?

Tentative 2012 Annual Meeting Updated Agenda

Date: March 2nd, 2012

Location: Camp Ripley

Topic: Resilient lands and waters: effectively coping with demographic, economic and environmental change

MC: Brian Stenquist

8:30 am	Registration
9:00-9:10 am	Introduction
9:10-10:00 am	Stephen Polasky, U of MN, Dept. of Applied Economics - Ecosystems Services/Return on Investment (Value) – include Q&A, etc.
10:00-10:30 am	Networking
10:30-11:30 am	Gillaspy - Changing MN Demographics, populations, land use, urban/rural (Change) Exact title to be determined.....2010 Census – who's going where; demographics; link between where people are going and cost/value of resources of where they're going under the umbrella of managing for resilience for MN aquatic systems
11:30am -noon	Intro of MNACP, year in review, plug business meeting/membership, and review of what it means to be a conservation professional, etc.
12:00-12:45 pm	Lunch
12:45-1:15 pm	Mike Duval – strategic conservation opportunities associated with identification of high integrity lakes in watersheds
1:15-2:00 pm	Rural case study (conservation tileage – Scott Sparlan)
2:00:-2:15 pm	Break
2:15-3:15 pm	Julie Westerlund (Mn DNR) - Urban stormwater case study & interactive discussion.
3:15-3:30 pm	Networking & call for final silent auction bids
3:30-4:30 pm	Business Meeting
4:30 pm	Announce Silent Auction & Adjourn