

**FAEP BOARD MEETING MINUTES**

**August 13, 2012**

**12:00 p.m. – 1:00 p.m. EST**

|  |  |  |
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| **Name** | **Attendance** | **Proxy** |
| Kristin Bennett – President | Yes |  |
| Erik Neugaard - Past President | No |  |
| John Lesman - Vice President | Yes |  |
| Kathy Hale - Treasurer | Yes |  |
| Mary Gutierrez - Secretary | Yes |  |
| Bruce Hasbrouck - NAEP Representative | Yes |  |
| Amy Guilfoyle - Central Chapter | Yes |  |
| Ed Currie - Northeast Chapter | Yes |  |
| Matt Dimitroff- Northwest Chapter | Yes |  |
| Jeff Marcus - South Chapter | Yes |  |
| Matt Miller - Southwest Chapter | Yes |  |
| Elva Peppers - Tallahassee Chapter | Yes |  |
| Tim Terwilliger - Tampa Bay Chapter | Yes |  |
| Arnaud Roux - Treasure Coast Chapter | Yes |  |
| Erin Kane - At Large Member | Yes |  |
| Alexis Preisser - At Large Member | Yes |  |
| Melissa O’Connor – At Large Member | Yes |  |

1. **Roll Call**
2. **Approve July Minutes**

Motion to approve by- Mary Gutierrez

Second by – Tim Terwilliger

All aye

1. **President’s Report** – Kristin Bennett
	1. Consideration of 2013 Annual FAEP Conference

Chapter reps should consider discussing hosting the next FAEP Conference with their Board of Directors.

* 1. FLERA
		1. October 24-26

Kristin, Bruce and Lori Cuniff will be part of a panel at the conference.

There is the ability to have a table there.

* + 1. Do we want an FAEP meeting? Room is available.

Discussion concerning an FAEP event, decision tabled for next meeting.

* 1. NAEP Environmental Practice (Journal) - Display racks and cards

Several chapters have received boxes with various objects including posters, journals, and business cards. The biz cards have a QR code that will allow FAEP members to gain access to the current Journal. The Journal is a member benefit due to the affiliation agreement. Kristin asked each chapter representative to send her email with a description of the items they received so that she can make sure each local chapter received all of the items.

1. **Vice President’s Report** – John Lesman

No report

1. **Treasurer’s Report** – Kathy Hale

$8,647.15 in checking account.

$24,752.47 in Vanguard checking account.

Kathy has received budget requests from all the local chapters. These requests will be discussed by the Board members.

1. **Secretary’s Report** – Mary Gutierrez

Mary needs to set up a list of due dates for submittals on an annual basis (such as budget requests from local chapters). She will work with Bruce and Teri offline to develop the schedule.

1. **Administrator’s report** – Teri Hasbrouck (sent via email)
	1. Office report

920 current members

168 NAEP members

16 new and 19 renewals for July

The three spreadsheets (memberships processed, non-renewals and current membership list) were uploaded to the website.

Several sponsorships have been received in the past month. Some are renewals and some are new sponsors solicited by the Administrator.

The Administrator sent out an email to FAEP/NAEP members encouraging them to join a local chapter.

* 1. Budget report, transactions

No questions.

1. **New Business**
	1. **Membership Drive**

**Bruce: Recommendation from committee to offer free FAEP memberships to new members (individuals not registered in Memberclicks) effective immediately through September 30th, 2012, essentially a “Back to School” offer and local chapters can decide if they want to match the offer with free local dues.**

**Second by Erin Kane**

 **All Aye**

 Bruce will prepare a flyer for local chapter use and distribution.

* + 1. **Follow up with NAEP members**

Kristin encourages local chapters reach out to current NAEP members that are not local chapter members.

1. **Chapter Discussion**: **How the chapters promote environmental professionals and/or how the chapters retain members and recruit new members**
* Central – Amy Guilfoyle

The CN chapter has switched from all monthly luncheons to alternating with evening networking events. They have also included remediation (hard science) topics along with the traditional ecology topics.

Regulatory agency employees have asked about discounts on memberships. Matt Miller has found that regulatory agencies won’t pay for memberships, therefore they charge nonmember and member fees for workshops that include a membership at the nonmember rate.

* Northeast - Ed Currie

Networking at the beginning of (introductions) meetings helps people share what they do. Recently they have been scheduling social engagements, upcoming membership engagement at a local restaurant in an effort to increase networking opportunities. There is a tiered price for attendance (membership vs. non-membership).

* Northwest - Matt Dimitroff

They always have oriented materials at the check-in that identifies the benefits of membership. Their biggest challenge is encouraging student membership, they’ve had a hard time eliciting a response from students. He believes that there are no new student memberships despite their efforts. They have free networking events (1 drink and food) and attendees can also attend lunches for free if they don’t eat. He is excited to have a free FAEP membership to offer new members. They have a BOD member who is an active student.

* South - Jeff Marcus

The South chapter has tried to have more events at University forums and discount or free for students at that event. Social activities don’t bring in too many members, they just attend to eat and drink.

* Southwest - Matt Miller

During the past year they have offered membership meetings in 3 locations. They do not get much turnout in Venice so they will probably not have meetings there anymore. Dinner in Sarasota is more successful and lunch in Fort Myers works better for that area. They will be looking for opportunities to have a booth at conferences for other organizations that have a local meeting (FLERA, AWRA etc.). Social events do not seem to be very successful; a speaker at the event seems to work better. Their membership drive last year ended up with about 15 new members.

* Tampa Bay Area - Tim Terwilliger

TBAEP has tried to plan presentations at a regulatory office to increase their participation. Kristin noted that the TC chapter has also tried to do this to increase participation by WMDs. TBAEP puts a red dot on non-member name tags and BOD members actively market those individuals. TBAEP also has their annual Falliday, a membership appreciation night that adds members every year. TBAEP Board members actively engage in recruiting new members.

* Treasure Coast - Arnaud Roux

Luncheons have been successful and they will be having a social to see what the turnout will be. They also plan on a membership drive including a member receiving a free local chapter membership if they bring a new member.

* Tallahassee Area - Elva Peppers

The Tallahassee chapter has also been having luncheons alternating with evening networking events and they see a different group at each type of event. Elva sent this information after the phone call:

 **Methods for gaining & retaining membership**

1. Connect with each person individually. Could be via personal invitation, greeting at the meetings, invitation to present or participate in special event.
2. Maintain a separate list of potential members and email meeting invitations monthly.
3. Call or email members personally when their renewal is due.
4. Update information and make an effort to track down people who have changed jobs or emails.
5. Offer meeting times at different times. We do one after work and one at lunch. Some people cannot make it over for lunch & some have to get home after work, so it provides options.
6. Invite members from other organizations. They like to network with new people and it freshens and broadens the membership.
7. Offer fun things that are inexpensive or free. Example, name tags drawn in crayon (we did not pre-plan this, but everyone got a kick out of the fun artwork we drew on the nametags, to represent something about each person). Raffles, gift bags, handouts.
8. Create a calendar of events & put it on the back of each agenda. Members can print it & post it on their boards. (example included)
9. Update website & FB & Linked In pages.
10. Offer a wide variety of topics that will be of interest to various disciplines.
11. Community service project (we are just starting this so we will see how it works)
12. Membership drives. Member can bring a guest to the meeting for the member rate, we ran a contest for if a member got someone else to join, both were entered in a gift card drawing.
13. Party-we have one in October & we shall see how well it is attended.
14. Board members should be from varied backgrounds. Public & private.
15. Seems that the energy of the Board members is a big part of member retention & recruitment.
16. NAEP Update – Kristin Bennett, Paul Looney, Bruce Hasbrouck
	1. NAEP BOD meeting and chapter leadership retreat July 21-22

No update.

* 1. October 24-26 – FLERA
		1. Display table
		2. Do we want to have an FAEP meeting?
1. **Old Business**
	1. ELULS – update (Melissa)

No update.

* 1. Annual Meeting update (Mary)

FAEP Board meeting teleconference at 3:30-4:30 CST

5-7PM Thursday social

Symposium all day on Friday

2 tours on Saturday for those staying overnight

All speakers have been finalized

Some student volunteers will be participating

Teri will mass email an informational message about the conference to the FAEP database.

1. **Action items and due dates summary of motions (Mary Gutierrez**)

ACTION ITEM: send Kristin what items we (local Chapters) received from NAEP. Due: Friday, 8/17/2012

ACTION ITEM: send thoughts/comments to Kristin about pros/cons of our agreement with NAEP. What can we do to improve it; what can the chapters do to improve the relationship with NAEP, etc. Due: Wednesday, 8/22/2012

ACTION ITEM: submit a draft email for dissemination to the Board to be used locally for membership renewal and drive. Bruce will create a membership benefit flyer. New member definition will be explained in the flyer. Due Friday, 8/17/2012

ACTION ITEM: Kristin will compile a list of what the chapters are doing to recruit new members and retain existing members and share with the Board Due: Friday, 8/17/2012.

ACTION ITEM: Review and discuss budget request form submitted by chapters. Due: OPEN

ACTION ITEM: Mary will works with Bruce and Teri on the calendar of event due dates and board manual. A teleconference will be set up for discussion of these items. Due: OPEN

1. Upcoming Meetings
* **September 20, 2012 Thursday at 4:30PM EDT**
* September 20-21, 2012 Environmental Symposium and FAEP BOD meeting
* October 24-26 – FLERA
1. Adjournment at 1:14PM