

## **Agenda for NM TWS Board Meeting via Teleconference**

Friday, May 13<sup>th</sup>, 2016 – 10:00-11:00

Dial-in Number – 641-715-3580

Access Code – 932-379

**Attendees:** Casey Cardinal, Scott Carleton, Bill Dunn, Sarah Grubel, Quentin Hays, Ginny Seamster

**Purpose:** vote on sending \$500 to support the Raleigh conference vs. putting the money into our chapter's student travel grant; provide updates on and discuss activities for the TWS annual meeting in Albuquerque 2017; update on the chapter newsletter and membership renewals.

### **Information/Discussion Items:**

#### **▪ Vote on Supporting Raleigh Conference – Ginny**

- We have a choice between sending \$500 to the parent society and having them select a student to support from among students who have abstracts accepted for the conference (with a preference for a student from New Mexico) AND using the \$500 for our student travel award and supporting travel by a student we choose to the Raleigh meeting.

**Bill:** We will be recognized by national, particularly important considering the upcoming 2017 annual here. **Quentin:** It's really a sponsorship of the conference more than supporting a student. In Pittsburgh, 5-10 chapters gave \$. We need to watch our finances for our annual meeting in Albuquerque and we haven't sponsored the annual meeting in the past. Sponsoring a student seems to be a new angle this year. **Quentin:** Are we going to select a student too in addition to the parent society selecting one? We don't want to lose \$ at our annual meeting and we are only guaranteed ~\$6,500 from the Parent Society, plus we'll have expenses associated with helping to send some of the board members to the Raleigh conference. The annuals have been money losers for the parent society in recent years, but unknown if chapters have lost money. Ed Shively was brought on to get the parent society in the black. Responsibility for fund-raising for the annual is mostly on hosting chapters. Travel funds for students have been a regular offering for NM chapter. Mostly, the \$500 pays for students to go to JAM.

**\$500 to Parent Society for the Raleigh Annual Meeting?** Carleton: Yes. Dunn: Yes. Hays: No. Cardinal: Yes. Sarah: abstain. Seamster: Yes. Per conversation with Todd Rawlinson before the conference call: No.

**\$500 for Students from Chapter to attend either JAM, Section, or Annual Meeting:** All Yes.

### **Update on 2017 Annual Conference in Albuquerque – input from Quentin**

#### **▪ Arrangements Committee – Quentin chair**

- Co-chairs have been identified for 3 committees; co-chair confirmations needed for two more. Many committee members identified but all committees except maybe field trips can use more members.

#### **▪ Fundraising Subcommittee – Ginny and Scott co-chairs**

- Have a spreadsheet with potential sponsors/exhibitors
- There are three ways that individuals, companies, and agencies can support the annual meeting, they can be contributors; exhibitors; or sponsors

- Have separated out sponsors with on-line or mail-in applications for Chuck Shively with parent society to focus on.
- Multiple subcommittee members have signed up to contact some of the potential sponsors.
- Any board member who wants to sign up to contact sponsors would be welcome to do so – have documents that can be emailed to potential contributors/exhibitors/sponsors
- \$150,000 as the minimum amount to fundraise.
- Have \$250 in hand; have about \$9,500 in tentative promises.

**Ginny:** Have >200 potential sponsors identified. Ginny reviewed levels of support that agencies/non-profits and other entities can provide. Details on the levels of support are provided in documents in the Fundraising folder on Dropbox. Still need everyone to help with reaching out to sponsors, especially if they know someone at one of the potential sponsors on the list and one of the fundraising committee members hasn't already signed up to contact the sponsor. Spreadsheet is set up in Dropbox to record results. All board members can consider adding their name to the spreadsheet next to sponsors currently missing a TWS person responsible (second column in NM tab) and reaching out to the potential sponsor. If a potential sponsor provides money/we have a signed form from them we can move them to the "\$ Received" tab; if they say no this year we can move them to the "Declined This Year" tab.

▪ **Local Networking and Engagement Subcommittee –Leland Pierce and Serra Hoagland co-chairs**

- Lee and Serra have started a spreadsheet of contacts who can help spread the word about the conference.
- "Save the Date" email invitation should be forthcoming from the parent society; according to the handbook this would be sent out in **June 2016**.

**Quentin:** Pointed out the key task of anyone on this committee is to forward informational emails about the conference once they are ready for mass dissemination.

▪ **Field Trips Subcommittee – Kathy Granillo and Dan Shaw co-chairs**

- Identified 13 options for field trips; there are roughly 6 four hour time slots the parent society is looking to fill.
- Parent society has reviewed the 12 options and determine which options will be the focus of a trip by Ed and Kerrell in June (June 1<sup>st</sup>-3<sup>rd</sup>).
- Proposals thus far (highlighted in yellow means that it has been identified as being of interest by Ed and Kerrell and they will check it out when they visit June 1<sup>st</sup>-3<sup>rd</sup>): Valles Caldera National Preserve; Sandia Crest (Tramway); Valle de Oro National Wildlife Refuge; Abo Pass Wildlife Passage project coupled with Bernardo Wildlife Management Area; Biopark; Acoma Pueblo; Laguna Pueblo; Sevilleta National Wildlife Refuge; Petroglyph National Monument; Randall Davey Audubon Center; Sandia Ranger District and David Canyon Fire; El Malpais National Monument; Bosque Ecosystem Monitoring Program at Bosque School, Albuquerque.

**Ginny:** June 1-3 Ed and Kerrell from national will be here to gather info on field trip options, particularly the 4 highlighted above. **Quentin:** They want to ensure close proximity, and that it is interesting from cultural or natural aspects. They will make the final decision what trips will be offered. Probably won't have time to meet with all of the chapter meeting reps. Will spend one day meeting with tourism and convention folks. Albuquerque hasn't been really easy to work with. **Bill:** We should have info sent to Ed and Kerrell so they can get up to speed beforehand. **Quentin:** They have been sent baseline information already. Neither one are biologists; they are just looking for trips they can sell. Is Valle del Oro worth selling? **Ginny:**

Valle has good plans for the future of the refuge, but its pretty much just fields right now. However, going into the Bosque (adjacent state lands) off the refuge is worth seeing. Lots of birds in the mornings. Quentin: Winnipeg trips weren't all that impressive. Ginny: Refuge looks like a bunch of fields, but a good guide might bring it to life. Bill: BEMP might be more informative regarding the bosque and student science. Quentin: Will probably be accompanying Ed and Kerrell on the trip. Ginny: Will be available to meet with them on Friday AM. Quentin: Will get contact for Valle manager and can contact Esther Nelson for the Tramway; has already reached out to Adam and Serra regarding Laguna Pueblo. Will e-mail field trip committee about Ed and Kerrel's trip.

▪ **Marketing Support Subcommittee – chair named by May 31<sup>st</sup>, 2016**

- Information on Chapter's Facebook account given to Casey Cardinal.
- 3 confirmed members including Casey Cardinal and Dan Collins.
- Works with local tourism board in Albuquerque to develop content promoting Albuquerque and events associated with the conference – key topics identified by **October 31<sup>st</sup>, 2016**. Information submitted to Digital Content Manager starting **December 1<sup>st</sup>, 2016**.
- Provides local information content (again, ideally the tourism board has a lot of this information) to the Digital Content Manager by **November 30<sup>th</sup>, 2016**.
- During the conference, posts updates on the mobile app and provides information to the digital content manager to post on Facebook and Twitter.
- Ensures a local information desk is staffed at the conference – ideally coordinates with the Albuquerque tourism board.

Quentin has asked a few folks to get involved. After the conference call Casey Cardinal confirmed she could be a chair/co-chair for this committee.

▪ **Volunteers Subcommittee – chair named by May 31<sup>st</sup>, 2016**

- Have brainstormed a bit regarding co-chairs; 2 potential co-chairs identified, yet to be asked/open to other suggestions.
- Have point of contacts at UNM, NMSU, TAMU Kingston, ENMU, potentially USFS.
- Question for the board: Do we want to try and support the volunteers at greater than \$25-35 per 4 hour shift- try to get some of their registration fees comped? Do we feel this is important to getting more students in particular to volunteer?
- Recruits and schedules volunteers for all pre-conference and on-site conference needs. Master volunteer schedule of volunteer needs compiled by **February 28<sup>th</sup>, 2017**; recruits volunteers by **July 15<sup>th</sup>, 2017**; confirms work assignment and training times with all volunteers by **August** and **September 15<sup>th</sup>, 2017**.
- Ensures volunteers are registered for the conference and maintains volunteer check-in point at the conference. Ensures any no-shows are filled at the conference.

Quentin: Matt Gould and Andy Lawrence will chair committee. Todd Rawlinson (before the board meeting) indicated he could tentatively be a member of this committee.

▪ **Chapter Newsletter – Ron Kellermueller**

- Has sufficient material for the spring Newsletter- which should be coming out shortly
- Will be looking for material for the summer Newsletter by mid-July

Ginny: Ron has a draft, Ginny is reviewing. It will go out on Monday. Need story on JAM quiz bowl. Quentin: Will steal Quiz Bowl story from AZ newsletter and put it in ours. The Newsletter ended up going out on Saturday.

▪ **Student Chapter Updates – Sarah and Jewel if they are on the call**

Sarah: Chapter has 40 active members. Outreach on campus, including with FSA. Had mule deer foundation rep as guest speaker at recent meeting. Potential activities for next semester: duck banding, check stations for CWD and cranes, deer captures, outreach. Website needs to be improved. Ginny: Will link student chapter website to chapter website when the student website has been updated. Hopeful the student chapters will see the NM TWS board as a resource and feel free to reach out to us if there's anything we can help with. Will be in touch with the student chapters regarding the Annual meeting, especially regarding getting volunteers.

▪ **Membership Renewal – Bill Dunn**

There are about 99 active members when we discount people who are currently unregistered and who Bill has recently emailed about renewing their membership. We can see about doing a fillable pdf to make the renewal process a bit easier; but at this point people will still have to mail in a check even if they can email in a fillable pdf (unless they are new members).

**Action Items**

- **All board members:** Check out sponsor spreadsheet in Dropbox, sign up to contact/contact sponsors for the 2017 annual meeting.
- **Dan:** Send \$500 to Parent Society for Raleigh support.
- **Quentin:** Set up schedule for visit with Ed and Kerrell including accompanying them on site visits to potential field trip destinations and possible "meet and greets" with other participants in planning the Albuquerque annual meeting. Ginny plans to join June 3<sup>rd</sup> in the AM for a site visit to Valle de Oro and possibly Sandia Crest.
- **Ginny:** Link student chapter website to NM-TWS chapter website.