

## **TCS Board of Directors Meeting**

**January 27, 2016**

### **Minutes**

**Attending:** Past-President Tom Bigford, Secretary Jolvan Morris; Directors Susan Farady, Paul Hindsley, Lewie Lawrence, Steve MacLeod, Caitlyn McCrary, Tiffany Smythe, and Erika Washburn; Executive Director Judy Tucker; Student Chapter Liaisons Rebecca Cope (Duke University) and Emily Patroliia (University of Rhode Island).

**Not Attending:** President Matt Nixon, Treasurer Mo Lynch, Director Michelle Lennox

#### ***President's Report:***

Bigford led call in President's absence. New members welcomed and voting quorum established.

#### ***Secretary's Report:***

E-Motion (Nixon), Second (Bigford): to approve the Treasurer's Report from the 12/17/15 Board meeting

E-Motion (Nixon), Second (Bigford): to approve the 2016 Contract with Taylor and Francis

E-Motion (Nixon), Second (Bigford): to approve the January – June 2016 Executive Services Contract with Judy Tucker

MOTIONS APPROVED

Motion (Washburn), Second (Hindsley): to approve the draft minutes of the 12/17/15 board meeting as written. MOTION APPROVED

#### ***Treasurer's Report:***

##### **Financial Statements**

The End of Year 2015 financial reports were distributed for review, but not discussed or approved for publication.

ACTION: Nixon (or designee) to conduct electronic vote to approve the 2015 EOY financial reports.

##### **2016 Draft Budget:**

The proposed budget for 2016 was distributed for review and approval. The format includes 2015 Budget, 2015 Actual, 2016 Budget, and 2016 Year-to-Date as of 1/22/16. The Executive Committee expressed support for future Coastal Career Days Income listed for Coastal Career Days and the 2016 Summit are net values which will change in the future to be reflected as actual income and expense line items. There was no objection to moving the amounts under Development Committee and Communications Committee for the Network for Good online donation subscription and the web site hosting plan respectively, to a Web Site line item under Office Expenses. These items may change to services offered by PayPal and WordPress in order to reduce expenses. Committees do not have any budgets. There was no objection to approval of the 2016 budget.

### **Contracts:**

Management Services contract with Tucker: Contract approved for January – June 2016. No discussion.

### ***Committees Update:***

#### **Communications Subcommittee Report (McCrary):**

Blog Series: January blog posting currently on TCS webpage.

Discussion: There are no length guidelines for blog postings. Ideas (e.g. ways to donate to TCS, Best of Coastal Management 2015, new board member highlights) were discussed.

**Action: Board members** to volunteer for an article for future blog postings.

**Action: McCrary** to email Google Calendar link to Board members for planned blog contributions.

**Action: Committee** to increase visibility of blog link on the TCS homepage.

#### **Program Initiatives Committee Report (MacLeod)**

##### **Communications Subcommittee Report**

1. Best of 2015: Still collecting ideas for inclusion in this February blog.

**Action: Board** to respond to the call for information for the Best of Coastal Management in 2015.

2. On-line Membership Directory: There is currently a membership directory on the TCS website showing 103 active profiles.

**Action: Board** to make sure individual profiles are updated in directory.

**Action: MacLeod** to remind subcommittee that prior members can't be deleted from the membership directory.

3. Infographics: Use of infographics to use data in an engaging manner to help audiences grasp messages easily. Partnership established with Sea Education Association to use their students for one semester to design the infographics.

**ACTION: Jacobs** (subcommittee chair) and **MacLeod** (board liaison) to develop a memorandum of understanding outlining responsibilities and mechanism for correction or cancelation between TCS and SEA for board approval.

##### **Programming Subcommittee Report**

Wants to confirm that volunteers can be recruited for a particular task. Approved

##### **Partnerships Subcommittee Report:**

Bigford will attend a reception at the annual American Shore and Beach Preservation Association legislative summit in DC.

**ACTION: Bigford** to report on meeting with Water Environment Federation in Alexandria, VA, regarding their meeting in New Orleans in September 2016 and the 2016 Summit.

**ACTION: Bigford** to follow up with Washburn to discuss ways in which TCS can increase visibility at the NOAA Coastal Manager's meeting in March.

**ACTION: McCrary** to reach out to planner for NOAA Coastal Manager's meeting to inquire about how TCS might participate.

**ACTION: Bigford** to jump start the Coastal Connections series with Coastal States Organization.

**ACTION: Any Board** member to find Editors for Social Coast Forum special issue of *Coastal Management*.

#### **Career Development Committee Report:**

No liaison appointed yet. Committee Co-Chairs are planning a conference call for all chapters. Call will address solutions for student members not renewing dues, chapters submitting annual reports, and reviewing chapters' affiliation with TCS.

Co-Chair Michelle Covi is participating in planning the Coastal Career Days.

#### **Development Committee Report (Bigford)**

**Will work with the Partnerships Subcommittee to develop financial partnerships. Plans to build out the AGC campaign (start earlier, develop focus for Giving Tuesday).**

#### **All Committees**

**ACTION: A Board** member to volunteer for Career Development Committee Liaison.

**ACTION: Board** to work on a committee until additional members can be recruited.

Volunteers can be recruited for a particular task without serving in an ongoing appointment to a subcommittee.

**ACTION: Bigford** to request that committee leaders send a description of specific, discreet tasks that Tucker can send to the TCS membership to recruit volunteers.

#### ***Revenue Generation:***

##### **Coastal Career Days:**

Lawrence reported on the Virginia Coastal Career Day held November 14, 2015. Template materials were developed for future organizers including an outline of the event and responsibilities of TCS and the organizing group, a timeline, a sample budget in which registration fees and surplus sponsorship revenue goes to TCS. There was no objection to continued TCS support for these events, and a line item for net income was included in the 2016 budget.

The next Coastal Career Day will be held March 5 in Beaufort, NC at the Duke Marine Lab. Cope thanked for her role in organizing the event.

**ACTION: Smythe, Patroliia, and Farady** to discuss the possibility of coordinating a Coastal Career Day event in the New England region and to respond with a potential month and location for the event.

##### **RAE/TCS Summit 2016:**

Monthly phone calls for plenary and technical sessions are currently being held. Separate calls for sponsorship will be happening within the next week.

**ACTION: Board** to recruit their employers and their Sea Grant Program to be a 2016 Summit sponsor.

**ACTION: Any Board member** to find Editors for 2016 Summit special issue of *Coastal Management*.

**ACTION: Bigford** to confirm with RAE that TCS plans to move forward with a Sunday TCS Day including an event for TCS members.

**ACTION: Any Board member** to propose ideas for Sunday TCS Day events focused on attracting members and meeting the needs of TCS members.

**Annual Giving Campaign:**

Fell just short of goal for 100% Board participation; however sizeable donations were collected from the Board. Bigford plans to get the word out about the Giving Campaign earlier this year

ACTION: Board to send ideas to Bigford for how to build the annual and year round giving campaign.

**Online Shopping and TCS Logo Merchandise:**

AmazonSmile: No revenue generated in the third quarter of 2015.

Logo Merchandise: There have been a few purchases made from the TCS “store” on Zazzle.

**ACTION: All Board Members** should consider wearing TCS merchandise while attending events.

**ACTION: Development Committee** to work with **Communications Subcommittee** to educate the membership to use the online shopping programs set up to provide donations to TCS.

***Adjournment:***

The next call will be in late February or early March. Send suggested agenda items to Nixon.

The meeting was adjourned at 2:53 PM ET.