

TCS Board of Directors Meeting

March 17, 2016

Minutes

Attending: President Matt Nixon, Past-President Tom Bigford, Secretary Jolvan Morris, Treasurer Mo Lynch; Directors Paul Hindsley, Lewie Lawrence, Michelle Lennox, Steve MacLeod, Tiffany Smythe, and Erika Washburn; Executive Director Judy Tucker; Student Chapter Liaison Emily Patroia (University of Rhode Island).

Not Attending: Directors Susan Farady and Caitlyn McCrary; Student Chapter Liaison Rebecca Cope (Duke University)

President's Report:

Nixon thanked everyone for supportive messages during his absence; reported on recent Executive Committee calls; and gave updates on action items from last Board call. Voting quorum established.

Secretary's Report:

Motion (Nixon), Second (Bigford): to approve the draft minutes of the 1/27/16 board meeting with changes.

MOTION APPROVED

Treasurer's Report:

Financial reports were distributed for review. Net assets as of 3/11/16 are \$32,790.

Discussion: Lynch reported that TCS is ahead in the budget for 2016 due to income from Coastal Career Day events and membership dues. There are contributions that have yet to be delivered.

Motion (Nixon), Second (Bigford): to accept treasurer's report.

MOTION APPROVED

Summit Planning and Event Updates (MacLeod, Bigford, Tucker):

1. Summit: The opening plenary will focus on water rights and management in the face of climate change using case studies. Speakers are being sought to focus on what can be done at multiple levels. There will be a closing plenary that incorporates the forecast for estuaries as the presidential administration changes this November.

2. Recent Coastal Career Day Event: North Carolina Coastal Career day run in the same fashion as previous Virginia event. Template materials for future organizers including an outline of the event and responsibilities of TCS and the organizing group, a timeline, and a sample budget was tested in NC and are now available on DropBox. Net revenue to TCS is \$2,090.

Action: Board to review Coastal Career Day program documents.

Action: Any Board member to consider hosting a Coastal Career Day event in their region.

3. Special Edition of CMJ for Social Coast:

Action: Nixon, Bigford, and Smythe to assist program initiatives committee (Kiernan and Meer) in developing the CMJ special edition starting with a conference call to review the process..

4. TCS Event for the Summit:

Discussion: Having a coastal career focused event or environmental leadership training. Ideas for TCS members only event included: the TCS annual meeting, a breakfast/reception, or a first-timer orientation.

Action: Nixon to report on discussions with Tracy, Vanessa, and the career development group about having a Coastal Career Day event at the Summit. Suggestion will be brought to RAE pending discussion outcomes.

Communications Report:

Action: Board to continue submitting materials for online blog.

Action: Nixon to reach out to committees regarding increased involvement with online postings.

Committees Update:

Program Initiatives Committee Report (MacLeod):

Communications Subcommittee Report:

1. Best of 2015: The call deadline for Best in Coastal Management 2015 was January 29th. There is now a draft.

2. On-line Membership Directory:

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

3. Infographics MOU: 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.

Discussion: SEA is hesitant to execute a MOU because of the risks involved (i.e. liability in the event that a student makes a mistake) in using infographics designed by students.

Action: MacLeod to develop a MOU that clearly outlines the limits and terms for using SEA student products.

Action: Smythe to reach out to SEA leadership about participating in this effort.

Programming Subcommittee Report:

Chair is open to ideas. Is aware of TCS Day at the Summit, but would like board guidance.

Partnerships Subcommittee Report:

Action: MacLeod to contact Lovelace to see what she was working on before her resignation as chair.

Washburn and Bigford reported on TCS representation at the coastal program manager's meeting in DC. Bigford addressed the Coastal States Organization meeting and highlighted the intersections between CSO and TCS. TCS was brought up in the National Estuarine Research Reserves association meeting regarding developing strategic partnerships. Washburn suggested the Blue Ribbon Panel report of the Reserves system may lead to recommendations for strategic partnerships.

Action: Washburn to identify the point of contact for coordinating with NEERA in the future.

Discussion: The NERRA Executive Committee plans to contact TCS and RAE regarding a possible Summit registration discount for Reserves personnel.

Career Development Committee Report (Bigford):

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

Discussion: The Annual review of chapters needs to be completed before chapter officers change.

Development Committee Report (Bigford):

Activities included a Valentine's Day giving event and work on year-round giving. The percent of sales programs and TCS logo merchandise oversight is to go under the Development Committee.

All Committees

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.

Revenue Generation:

Membership:

Discussion: Strategy to retain new professional members and regular members. Chapters will be asked to assist in retaining dropped members, and in recruiting new members during the Fall.

Action: Smythe to distribute spreadsheet of dropped members for board members to contact.

Action: All Board members to select at least 4 dropped members to reach out to in an effort to re-establish membership.

Action: Nixon to discuss Summit sponsorships with Tracy and Vanessa.

Adjournment:

The next call will be scheduled following a Doodle Poll. Send suggested agenda items to Nixon.

The meeting was adjourned at 3:00PM ET.