

TCS Board of Directors Meeting

May 25, 2016

Minutes

Attending: President Matt Nixon, Past-President Tom Bigford, Secretary Jolvan Morris, Treasurer Mo Lynch; Directors Susan Farady, Paul Hindsley, Lewie Lawrence, Michelle Lennox, Steve MacLeod, Caitlyn McCrary, and Tiffany Smythe; Executive Director Judy Tucker; Student Chapter Liaisons Emily Patroliia (University of Rhode Island) and Devon McGhee (Duke University) .

Not Attending: Director Erika Washburn

President's Report:

Voting quorum established. Nixon reminds the Board of last call's action items to update membership directory profile on the TCS website and to select a President Elect.

Discussion: Tucker explains TCS bylaws regarding selecting a President Elect. Nixon nominates Director Lewie Lawrence for President Elect.

Motion(Bigford), Second(Lynch): to select Director Lewie Lawrence as President Elect.

MOTION APPROVED

Secretary's Report:

Motion (Lynch), Second (Lawrence): to approve the draft minutes of the 3/17/16 board meeting as written.

MOTION APPROVED

Treasurer's Report:

Financial reports were distributed for review.

Discussion: Lynch reported that TCS is ahead in the budget for 2016. Revenue from membership has slowed, however a boost in membership funds is expected in December.

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

MOTION APPROVED

Discussion: Lynch describes his research into other banking options that do not involve excessive banking fees. Lynch proposes closing the TCS account at BB&T and opening a money market account at Chesapeake Bank. This option will save money and make accessing funds easier.

Motion (Farady), Second (Lawrence): to discontinue banking with BB&T and open a TCS account at Chesapeake Bank.

Motion Amendment (Bigford): to close accounts with T. Rowe Price.

MOTION APPROVED; Lynch abstains from voting

Action: Morris to draft letter to establish a new banking and savings relationship with Chesapeake Bank.

Discussion: Lynch proposes purchasing a new version of Quicken and transferring existing Quickbook records.

Motion (Bigford), Second (Lawrence): to approve transition to Quicken.

MOTION APPROVED

Outreach Updates (Lennox/Smythe):

1. Update on Membership Retention: Seven renewals have resulted from the initiative to reach out to lapsed professional members. There are eleven individuals listed on the spreadsheet that still need to be contacted. Board members who have yet to sign up to reach out to the remaining lapsed members are encouraged to do so. Contact Director Smythe for access to the membership spreadsheet.

Action: Nixon and Bigford to identify and reach out to remaining members on the membership spreadsheet.

2. Ideas for Foundation Engagement: Approaching foundations is a good way to explore grant opportunities for career development and science and education activities.

Action: Lennox to develop a list of potential foundations to be discussed with the Development committee and then presented to the Board. The foundation list will include requirements, deadlines, and details for funding opportunities.

Summit Planning and Event Updates (MacLeod/Bigford/Tucker/McCrary, et al.):

1. General Summit Updates: The call for proposals has closed. The call for posters is still open.

McCrary reports that is a total of 732 people speaking; this is an increase since the 2014 Summit. There has been a formatting change which consists of 55 dedicated sessions, 34 alternative presentations, and 287 individual presentations. There are 68 poster submissions so far.

Discussion:

2. Plenary Sessions: MacLeod reports that Tracy Mahan has been confirmed as a keynote speaker. Mary Jane Angelo is a potential second speaker. Mark Davis has been confirmed as the moderator for the closing panel on coastal forecasts in relation to the upcoming administration change. Panelists/bar patrons are still being considered.

3. TCS Event for the Summit

10:00 AM (or thereabouts) – Annual Meeting with breakfast

12:00 PM – Break for lunch on your own

1:00 PM – Career Event Begins (something Like the following

1 - 1:40 – First Session (panel)

1:40 - 2 – Break or activity (speed networking)

2 - 2:40 – Second Session (panel)

2:40 - 3 -- Break or networking activity

3 - 3:40 – Third Session

3:40 - 4 – Break

4 - 4:40 – Resume Building and Application Training Session

4:40 – 6 – Break
6 - Reception

Action: Bigford and Tucker to collaborate on relaying TCS space needs for the Summit as soon as possible

Discussion: Whether there will be a fee for TCS events remains to be decided. Sponsorships are accounted for as registrants. The cost of the event will need to be included in the TCS budget under “conference events.”

Action: Board is encouraged to get involved in planning for the TCS event at the Summit

4. TCS Marketing and Communication Intern: Undergraduate student and TCS member, Caitlyn Hayes is the incumbent for the marketing and communication internship opportunity. A description of duties has been placed in Dropbox.

Motion (MacLeod), Second (Smythe)

MOTION APPROVED

Discussion: Internship ends in December 2016, with the potential for an extension. Future internships may be created using this opportunity as a roadmap. Internships are also appealing in the efforts to solicit support from foundations.

Annual Chapter Review:

Report and recommendations were submitted and final document is available in Dropbox.

Discussion: Lynch mentions that there may be a need for more specific financial information from TCS chapters. Tucker states that this information should be requested as soon as possible since students will be leaving campus for summer break.

Tucker proposes addressing the issue of chapters not adhering to TCS bylaws for TCS membership as a requirement for chapter membership; enforcement versus improving chapter relationships to encourage students to become TCS members

Committees Update:

Development (Bigford):

1. Annual Giving Campaign: Drafting strategy to grow the giving campaign.

Strategy will address:

- i. Goals and objectives
- ii. Key marketing time frames
- iii. Messaging
- iv. Recognition for donors
- v. Encouraging repeat donations

2. Amazon Smile and #StartWithaSmile: Bigford to research the opportunity to engage in the #StartWithaSmile campaign on AmazonSmile. The effort would promote TCS as a Non-profit on AmazonSmile

3. E-scripts: E-scripts attaches your credit card to scripts and every time you use the credit card a portion of the purchase price is donated to a charity.

Megan did some research-

- straightforward being added to the eScrip rolls - once on the list
- TCS can start advertising and encouraging folks to register their credit cards to have automatic donations made to eScrip when shopping at participating venues - which there are quite a few and big recognizable merchant names.
- Fill out this form: http://groups.escrip.com/enrollment/enroll_gc.pdf
- To learn more about the program just go to eScrip.com

4. Aquarium Fundraising Event:

- Exploring the possibility of a fundraising event at the NO Aquarium coincident with Summit in New Orleans-
- Tom to follow up with Steve Olson of the Association of Zoos and Aquariums, formerly very active in TCS (in the 1990s).
- If viable option, market as TCS volunteer opportunity

Program Initiatives Committee Report (MacLeod):

A Memorandum of Understanding (MOU) between Marine Science Today (MST) and TCS to republish and share articles has been placed in Dropbox.

Action: Board to review the MOU document this week.

Action: Nixon to send request for E-vote by Friday May 27, 2016.

Communications Subcommittee Report:

TCS Blog: Content ideas for the blog were outlined and sent to the Board for review.

Discussion: There is no need for Board approval of for blog content ideas. Nixon and Lawrence will act as points of contact for reviewing potential blog concepts. Lynch suggested that the concepts be available for Board members to review and comment on.

MacLeod reports that Blog digest emails are opened 1/3 of the time and Job Posting emails are opened at a rate of 37%.

Partnerships Subcommittee Report (Bigford):

1. Bigford's conversations with Coastal Learning Center and SeaGrant: SeaGrant has developed a subcommittee with an interest in working with TCS to develop a stronger presence in publications

2. Engaging Chapters in Fundraising:

- Megan sent message to chapter leads to set up a conference call to discuss fundraising ideas and what might be feasible.
- Next steps relayed to Megan are to prepare a package for board consideration and to reach out to the Chapters subcommittee to coordinate efforts and determine the best path forward.
- What kinds of things might be feasible. Have it come from the ground up. Want chapters to be really engaged

Chapter Reports (Patrolia and McGhee):

1. URI Coastal Career Day: Event plans are being discussed. There's a need to secure commitments and capacity to have the event

2. Duke planning Fall event: Hosting a triathlon is not feasible this year. Other options include having a Saturday morning beach clean-up and afternoon field day.

Lynch suggested a TCS poker-run as an option.

Adjournment:

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

The meeting was adjourned at 3:48 PM ET.