

TCS BOARD OF DIRECTORS MEETING

MINUTES

Tuesday, December 20, 2011

2:00 – 3:30 PM EST

ATTENDANCE

President Lisa Schiavinato, *President-Elect* Kate Killerlain-Morrison, *Past President* Jeff Benoit, *Treasurer* Jeff Smith, *Secretary* Chris Ellis, *Directors*: Rebekah Padgett, Patrick Lawrence, Rick DeVoe, Angela Gustavson ; *Executive Director* Judy Tucker; *Ex-Officio Members* Ariana Marshall, Paul Ticco; *TCS Directors-Elect*: Andy Bohlander, Susan Farady

Not Present: *Directors*: Susan White, Betsi Beem, Christine Patrick

APPROVAL OF MINUTES

Motion to approve July, 2011 Minutes, Motion seconded. **MOTION PASSED**

Thank You to Outgoing Directors and Introduction of New Directors

TCS President extends a thank you to those leaving the positions of Director (Betsi Beem, Angela Gustavson, and Christine Patrick). The President also introduces the new, incoming directors (Andrew Bohlander, Susan Farady, and Tony MacDonald). A warm and hearty welcome is extended to the three new Directors.

TCS 23 Update

Since the last meeting, many TCS 23 actions have taken place, including the opening of the call for abstracts, closing of abstract submissions, and notifications of those abstracts that were accepted. Approximately 140 abstracts were submitted. It is not certain at this point how many have been accepted, though most, if not all were accepted. A thank you was extended to Julia Wyman for all her work in managing the abstract review process.

The plenary sessions are progressing in a positive manner. Danny Clayton (Florida DEP) and Kristen Fletcher (CSO) are chairing the opening plenary. The theme of the opening plenary will be on the 40th anniversary of the Coastal Zone Management Act, which also will be the theme of the TCS 23 special issue of the journal *Coastal Management*. Bob Bailey (ODLCD, ret.) and Kristen Fletcher will serve as guest editors of the special issue. Ports will be the central theme of the closing plenary. As opposed to a traditional panel session, this will follow a student debate format from a selection of universities. It was noted by the Board that ports are currently a highly political, highly volatile issue. This is a timely issue for a conference in Miami. Efforts will be made to account for sensitivities of the issue to ensure positive and productive dialogue. The closing plenary co-chair (Steven MacLeod, ENE) will provide an update on the next TCS 23 Organizing Committee conference call, which will be held on January 19 from 2:00-3:30 PM ET.

Committee Reports

Communications

The Communications Committee recently met to go through tasks on the recently completed work plan and begin thinking through initial steps to accomplish each task. The bulk of conversation focused on the TCS membership characterization and the resurrection of the Editorial Advisory Subcommittee. Committee member Sarah Young volunteered to lead the analysis and has put together a preliminary draft of the membership characterization. In this document, a number of visuals are used highlight trends in historical membership (by volume, each year since 1992), where members are from (by state), membership types (both for 2011 specifically and aggregate numbers from 1992-2011), and current chapter membership numbers. There's still more data to assess, including professional affiliation of TCS members, membership obtainment from TCS conferences, and members areas of interest.

Second, was discussion about reviving the Editorial Advisory Subcommittee, which is an action item in the committee's work plan. As a means to lend some organization to the subcommittee development process, *TCS Bulletin* Editor Ellen Gordon is in the process of drafting a topical checklist (e.g., federal/state/regional, leadership, hazards, CZM, data, etc.) to circulate to interested TCS members and the TCS Board. This list will allow Ellen and others to learn of specific areas of interests/expertise of Subcommittee and Board members. Having this knowledge will make it much easier to identify key individuals to assist with soliciting articles, writing, etc. The list will be circulated to the Communications Committee members and the TCS Board for review and comment soon. One additional note is that two individuals have expressed interest in joining the Communications Committee. The Committee chair has contacted these individuals and hopes to engage them in Committee activities in 2012.

Development

TCS is in bad shape for the conference in terms of financial sponsorship. We currently have about \$30,000 of the desired \$120,000 and have essentially lost 2 major sponsors. NOAA-OCRM has traditionally sponsored the conference at \$25,000, but can only commit to \$2,000 for TCS 23. Similarly, EPA-Coastal Management Branch usually supports the TCS conference at about \$25,000 and they remain unsure if they will be able to provide support for TCS 23. This reaches similarly across other federal agencies and offices. The committee is meeting regularly to share updates and pursue leads. Jim Murley (TCS 23 co-chair) is located in Florida and has a number of personal connections and has taken on a lot of responsibility in seeking funding. He has an extensive network of Florida contacts we are hoping this will compensate for the abrupt decline in federal support. Additionally, Kate has solicited Miami-area newspapers and magazines and other resources for potential sponsorship. It is an overall difficult fiscal environment. It is very possible that we will not meet the \$120K target. We need the help of all Board members. Assistance was requested from the Board in two ways: 1) look to your agency or organization for sponsorship (even \$500 will help!), and 2) identify at least one or two (or more) potential sponsors that TCS can approach. This can include universities, corporations,

agencies, or NGO's – any group that is in some way connected with coastal work or activities. Any new thoughts or ideas for sponsorship leads (universities, corporations, etc.) would be very helpful and should be forwarded to Development Committee Chair Jeff Benoit. One question the Board should address is whether TCS approach BP. How does Board feel about this? There is still a tremendous amount of anger toward BP in the coastal management community, though there are also feelings that they should be getting involved in, and funding coastal professional issues. This would appear to be an opportunity for BP, but how will it be perceived by TCS 23 attendees? Conversely, what would be the selling point to make BP want to sponsor TCS 23? There is a TCS corporate partnership approval on the Board only section of the TCS web site which outlines such considerations as the above and provides a process for approaching or being approached by a large corporate sponsor.

We also have a lead with the League of Conservation Voters. They are willing to look over the TCS Strategic Plan and Development Committee work plan and offer insights on working with corporate donors. While certain corporations that have a reputation among certain individuals, there are true opportunities if you appropriately message the sponsorship.

ACTION: Development Committee to reach out to the Gulf of Mexico Research Board to explore the idea of soliciting BP for TCS 23 conference sponsorship.

Membership

The Membership Committee's primary focus is on creating sustainable membership. A main initiative of this is characterizing current membership, as well looking at membership feedback about TCS and membership benefits, historically, via two prior TCS membership surveys. They are also interested in working with the Communications Committee in going out in early 2012 with a survey to TCS members to gain additional demographic attributes of members, perceived benefits of membership, and explore potentially new membership benefits. There is also an effort to increase membership retention from 2011. This solicitation may be in the form of phone calls, personal letters, or other delivery methods. There is question of what "sustainable membership" actually means versus growth to a particular size. This would warrant input from the Board, but the initial priority is to retain current membership.

The Membership Committee also includes a diversity initiative to enhance cultural understanding within a coastal context. Ex Officio Board member Ariana Marshall and Queen Quet of the Gullah/Geechee Nation submitted a proposal for an event that would be held at TCS 23. The Development Committee will work with Ariana and Queen Quet to find funding to make this event possible.

Chapters

The Chapters Committee is currently focusing on assisting the conference committee develop an agenda of activities and events for TCS 23. A list of sessions and activities is currently being drafted.

A new Chapters Committee member has been added. Katie Schleit, who was formerly the president of the University of Washington Chapter, has joined the committee. There are two

other possibilities for committee membership through the TCS call for volunteers. Committee Chair Paul Ticco will get in touch with them to discuss their interest in the committee.

Education

The committee has been quite active in past few months. TCS Board members and members of the TCS Education Committee worked together to develop and implement a funding competition under the auspices of Taylor & Francis (T&F), which continues to provide \$5,000 in support of TCS activities that are supportive of T&F goals. In the fall, the committee led a competitive RFP process to award the T&F funds. A total of 34 abstracts were received. The committee reached a consensus on three proposals to fund. These included:

1. “Interactive Workshop: De Island da We: Gullah/Geechee Coastal Sustainability – Celebrating the Living Environment of the Sea Islands” – submitted by the Gullah/Geechee Sea Island Coalition (St. Helena Island, SC). Original amount requested = \$3,000; recommended level of support = \$1,750.
2. “Southeast Tidal Creeks Summit” – submitted by N.C. Sea Grant College Program (Raleigh, NC). Original amount requested = \$3,150; recommended level of support = \$1,750.
3. “Ecosystem Modeling Workshop” – submitted by the Barnegat Bay Partnership (Toms River, NJ). Original amount requested = \$3,000; recommended level of support = \$1,500.

The Education Committee will be supporting a half-day leadership session at TCS23. A potential focus of the session will be the benefits of mentoring.

There is interest in learning what coastal issues TCS members desire to be the focus of TCS activity. If there is an upcoming membership survey in 2012, the Education Committee would like to engage and include a few targeted questions.

4Q Finance Report

Financial report highlights- Income category: mainly hinges on conference sponsorship and membership dues. TCS received conference income from sponsorships in the non-conference year. This is not typical. TCS has taken in \$24,202 over the course of the current year. Expenses: TCS is doing relatively well in adhering to the planned budget. An events/program expense of \$1,221 will increase the current level. TCS also needs to pay Ellen Gordon for editing services. This brings the current net income to -\$31,237, which is pretty typical for a non-conference year.

The balance sheet is a summary of assets. This adds up to \$59,816 in total assets. TCS started year with \$90,205. This year has run pretty true to form in regard to a non-conference year.

Proposed 2012-2013 Budget

The 2012-2013 budget was developed based on historical numbers. The submissions of each Committee Chairs were considered, as well. At the end of 2013, the financial situation looks very poor. With current situation of the budget, we must look at the realities of the 2012-2013 budget and determine what cuts can be made. Examples include significantly reducing expenses for the 2013 Board retreat and the 2013 annual TCS Members Meeting. Reducing expenses could

involve holding the 2013 retreat as a half-day or one-day event in conjunction with the Coastal Zone 2013 conference, and the members meeting could reduce expenses by serving only coffee and juice instead of a breakfast.

We must keep in mind, however, that much of the current conversation is still based on speculation until actual conference numbers are realized. The primary unknown factor at this point is the total net revenue of TCS 23. The Board must put some creative thought into this matter.

If the Board plans to try to partner more with corporations, they likely will ask for an audit letter. An audit is recommended every couple of years. It is an additional expense, but is a necessity. The Board is encouraged to keep proposed cuts and modification ideas coming, and a virtual vote will be forthcoming in early 2012.

Voicing similar concern for necessary expenditures, several Board members strongly advised that TCS purchase Directors and Officers insurance to protect TCS from court costs that would exceed TCS assets. Suits are not uncommon against volunteer boards for mismanagement or neglect to manage the affairs and finances of a non-profit organization; perceived injury from slander, libel, trademark or copyright infringement, or fictitious statements about services; and penalties for lobbying improperly or sending unwanted electronic messages.

ACTION was determined for the Board to purchase Director and Board Insurance immediately.

General Liability insurance is currently in effect until May 2012. The primary reason to carry this insurance is in case of bodily injury and medical issues sustained at a TCS event.

Meeting adjourned at 3:54 PM (EST).

*In July, 2011, the TCS BoD held an electronic vote to adopt a Facebook usage policy for the TCS Facebook page. The motion for a vote to adopt the policy was made and seconded. Voting closed on July, 26, 2011 with a vote breakdown of 9 YES, 0 NO, and 4 NO RESPONSE.

MOTION PASSED