

TCS Board of Directors Meeting

April 21, 2015

Minutes

Attending: President Tom Bigford, Secretary Susannah Sheldon, Treasurer Mo Lynch, Directors Chris Ellis, Lewie Lawrence, Paul Hindsley, Steve MacLeod, Erika Washburn, Executive Director Judy Tucker

Not Attending: President-Elect Matt Nixon and Directors Susan Farady, Chad Nelsen, and Brian Smith

President's Report:

Bigford welcomed Paul Hindsley to the Board. He reminded the Board to review job descriptions on the website. We need to implement retreat outcomes, communications actions, committee realignment, etc. to move the organization forward. The annual report from 2014 appears to be in order and a draft will be sent shortly. The Board also needs to refocus on raising additional funds. Judy has list of non-renewers and many are Board members and others who have been long-term supporters; can we all reach out to a handful?

Secretary's Report:

Motion (Lynch): accept minutes from 2/27/15 BoD call (sent by Tom Bigford on 3/4/15), seconded (Washburn); **Unanimous approval**

E-vote motion on 3/18: to approve Paul Hindsley from Eckerd College as new Director to complete remainder of Nixon's term; **Unanimous approval**

Motion (Ellis): to accept 3 nominated student liaisons as ex-officio members of the Board. Second (Washburn); **Unanimous approval**

Student liaisons are: Neal McMillin (UW), Alyson Renee (ECU), and Avery Siciliano (Duke). Each student is a national member whom Chris knows.

Action: Update BoD roster and committee structure on website

Action: Add students/bios to roster as Chapter liaisons and bios

Treasurer's Report:

We are ahead on dues collection; provided \$1K for NEERS meeting which is 25% of events expenses

Currently require single signatory on checks; dual signatures has been difficult in the past. Board manual divides responsibilities between ED, Pres., and Treasurer to address

Motion (Lynch): approve resolution that identifies financial responsibilities of these 3; **second** (Lawrence); **Unanimous approval**

Communications Committee Report:

Action: Implement changes from *Bulletin* to a stronger website, e-newsletter, blog, email. Develop schedule and task list for new format and logo roll-out.

Close to being able to use Mail Chimp for e-newsletter as we transition from the bulletin

Caitlyn will be lining up content authors for a TCS blog; targeted at about 1/month; as Board members, we should consider topics to contribute

Website review in progress and Board should have discussion about content and format; **Tom, Judy, Matt, Susannah** to do targeted website work with Communications Committee

Action: Add Board member photos on Web (Susannah/Caitlyn)

Social Media

TCS LinkedIn Group: what should this group be? Open to TCS members or a membership benefit? Also gets to how younger generations communicate; keeping this open would allow us to get those folks

Use it to provides teasers to member benefits, call attention to student events, non-members could view older postings to get an idea of what we advertise, but only current members would have access to most recent

Action: Tom will discuss with the Communications Committee

Chapters Committee Report:

All student chapters to become national dues paying members; met with varying degrees of opposition v support

- URI Marine Affairs pays for all students to be national members already; continue to support this idea
- ECU thinks rationale makes sense and will help explain

- Eckerd, Duke, and UNCW fairly supportive, but more neutral
- UW chapter discussion ended with possible chapter disaffiliation; Tom reached out to UW alumni/TCS members to explain our stance and light a fire under the students – a lot of support from these folks; student concerns related strictly to costs – faculty advisor has also been relatively unengaged, TCS only requires that we have an advisor, not that we have a say in who that is.

We want all students to become very active and host events

Committees Restructure Report:

Move from 6 committees to 3: Career Development, Program Initiatives, and Development

May 12 call with chairs of former committees to allow opportunity to confirm interest in being Chair

Action: Judy will send strawman to Board to illustrate roles and overlap; this will give us an idea of where to look for chairs if necessary, and for broader membership

Revenue Generation:

Report on NEERS joint effort

- 2 TCS members there, 1 student from URI chapter
- TCS not well-represented, so this was an overall loss for us

Testimonials for Approach to Foundations

- No report; Smith out sick

Board Engagement

- Tom reminded Board that ideas and leadership were needed for meetings or partnerships

Update on TCS team for RAE-TCS Summit (12/10-15/16)

TCS leads identified and discussed via emails with Board; will relay this information to Jeff Benoit

Environmental Law Institute seminar (5/21/15)

TCS is co-sponsoring a briefing in the Capitol Building Visitor Center entitled Water Resources in the United States

Membership

Board needs to reach out to former members to see if we can get them back

Request for Letter of Support:

Conservation Law Foundation and NRDC are getting together in support of marine sanctuaries and asked TCS to provide letter of support for canyons and sea mounts off southern New England

Action: Tom will draft a letter with Erika and Mo, and distribute for board review

NEXT MEETING will be May 27.

Adjournment

The meeting adjourned at 3:30 PM ET.