

TCS Board of Directors Meeting

Raleigh, NC

June 29, 2014

Draft Minutes

Attendance: TCS President Lisa Schiavinato, TCS Treasurer Mo Lynch, TCS Directors Tom Bigford, Chris Ellis, Susan Farady, Tony MacDonald, Brian Smith, TCS Executive Director Judy Tucker.

Request from Board: Create a TCS Dropbox for the Board to share documents moving forward.

Executive Director Contract

Reduced hours are a concern. Need to focus on time in terms of deliverables and assistance with moving the transition plan along. Develop with Judy a work plan by July 31.

Suggestion of assistance from interns. Membership materials delivery?

Ask Troy Hartley and Carl Hershner about a VIMS/VA Sea Grant intern for Judy. Karen McDonald. Tom Bigford, Tony MacDonald, Lisa Schiavinato may have interns.

Motion (Lisa), Second (Susan): to approve the draft contract with Judy Tucker for executive services in the amount of 210 hours during the period of July 1 – December 31, 2014. Vote: 7 in favor, 4 not voting. Motion passed.

Summit Updates

ELP workshop marketing support – discount and signage to be requested

Board meeting date and length of time undetermined at this time until further progress on transition is accomplished.

Develop partnerships - hold a separate meeting(s) with partners to discuss future opportunities.

Financial Projection - Julia's report on abstract submission and acceptance indicates high potential attendance. RAE feels partnership has yielded both attendance and sponsor support.

Decision on next joint Summit due soon because it will be announced at Summit. Feeling cannot partner forever, too narrow a focus, possible partner with CERF conference would be better as it is in the odd year.

Goal is to convene a TCS stand-alone conference in even year as always, with a roll out of the new TCS in 2016.

TCS Presence Among Attendees – ways to showcase TCS and membership benefits to be determined after further progress on transition is accomplished.

REVISIT Seven Goals

Reviewed goals on flip chart pages for potential overlap, how could build off each other, sequential timing if any, whom to involve, use of ED time, and possible use of interns at board institutions. Please see photos of pages in TCS Dropbox.

1 = now, 2 = pretty soon after 1, 3 = can wait a bit

Revise Mission Statement – Brian

Roll out strategy for new TCS NOW 1

Skip the logo

Need messaging before engage with partners. May assist with chapter formation.

New Chapters need to wait for dues structure changes and revision of requirement to be member

Leadership Recruitment – Lisa

Elect P and PE

Can start work now 1

Timeline already drafted, but should be revised to have new P and PE introduced at Summit

Tom may run

Coastal States Organization Partnership – Tony

Meeting with Munson next week, but # 2 because need a little more work on mission first.

Call Ticco this week to confirm him as lead on partnership activities

TCS needs the lead in a partnership MOU with CSO, even with staff support by CSO

Early success is valuable to build partnership credibility

Use existing annual meetings of NERRS, Coastal Managers, CSO as opportunities for an audience with key constituents which TCS facilitates to talk across programs and locations and to develop regional collaboration with them.

American Fisheries Society Partnership – Tom

Focus on one meeting and use it as a pilot for the relationship

Tom has to get clearance to hold a meeting, likely in New England

Coastal and Estuarine Research Federation Partnership – Tom

Tom talk to Geno Olm, TCS member and Southeastern Estuarine Research Society President, to see if he can take a lead on a partnership with TCS

Different point of starting a partnership after TCS involvement in CERF 2013 conference than with CSO and AFS. Aim for the long term and many opportunities, not just the biennial meetings.

Revise Membership Structure and Dues – Mo and Brian

Build value in each category

Communicate value proposition better

Now 1 - don't wait for new mission statement

New Student and University Chapters – Chris

1 now for existing chapters and new chapters underway

2-3 for new chapters to incorporate new requirements for membership in TCS – can begin discussion with existing chapter leaders and faculty as explore fuller relationship with universities, but may take a bit longer

All Goals

Do low hanging fruit ASAP. Accomplish as much as possible with momentum from retreat.

Recognize that some goals have action items which take longer to accomplish

- 1 Revise Mission Statement
- 1 Leadership Recruitment
- 1-2 Revise Membership Structure and Dues
- 1-2 CSO Partnership
- 1-2 CERF Partnership
- 1-2 AFS Partnership
- 1-3 New Student and University Chapters

Committee Structure Changes

Next board meeting – each goal’s leader(s) need to ID help needed from committees

Value of Committee Structure, standing or ad hoc:

- Structure, contact person, liaison to board, permits P to hold briefing with all chairs and gain input
- Liaison from board to committee
- Conference presence/execution of goal: professional development, communications with other orgs
- Advance the profession by letting others know what coastal practitioners do
- Committees’ work must match mission statement

Suggestions for new arrangement of committee focus:

- Regional focus
- Proposal development/projects
- Fundraising
- Career Development (student to professional)
- Outreach and Engagement instead of Communications and Membership; partnerships, professionalism, journals, newsletter
- Membership is role of ED
- Development is finding funding, AGC, assisting other programs to find funding
- Programs and Project Initiatives is combination of Education and Special Projects
- Chapters – relationship to university, can’t do professional development mission without them, communications and outreach function, is liaison structure to chapters; could be subcommittee of Career Development

Tony and Mo to review what Lisa and Judy draft as committee responsibilities.

Treasurer's Report

Balance Sheet – Net assets \$37,599

P&L Budget

Total Revenue \$12,791 (72.1% of budget)

Total Expenses \$16,048 (42.0% of budget)

Net Revenue/Expenses \$(\$3,257) (15.9% of budgeted deficit at 5 months)

Network for Good annual fee \$719 in red omitted from budget because it was struck from Development Committee's budget; misinterpreted as committee expense instead of operating expense.

Budget on track

Drawing on investments to cover expenses

No new income or expenses anticipated. Will carry into early 2015.

AGC lead – wait for more progress on new mission and marketing messaging, Maybe M Nixon.

Report to absent Board members

Quick summary from LS with full notes coming from facilitator.

New Business

Student representative to TCS Board

Ex-officio, non-elected, one year appointment based on academic year

Chris to draft proposal for board approval, including a job description. Goal to have person in place in September 2014.

Generate Easy Funding

Work with M Flynn to implement Good Search.

Proposals to board by ED

TCS Fundraiser Dinner at Summit

May have costs and risks. Potential alternative is CRRF (benefits TCS reputation)

Maybe CBF as local beneficiary

Awards at Summit

TCS Awards for Distinguished and Outstanding Service – ongoing planning for opportunity to present.
Lisa to update.

Student Awards now to include RAE students.

SGA Award – Chris to contact LaDon Swann (MS/AL and SGA Chair) for award funding and follow up
Lisa's contact in working with Karl Havens (FL) to encourage other SG programs to donate to general
conference support

Student Award judges sought by Chris. Chris to contact Flynn, Smythe, Lynch. Contact Chris to
volunteer.

Adjourned 11:30 AM.