

## **TCS Board of Directors Meeting**

**September 23, 2014**

### **Draft Minutes**

**Attending:** President Lisa Schiavinato, Treasurer Mo Lynch, Secretary Susannah Sheldon, Directors Andy Bohlander, Tom Bigford, Susan Farady, Tony MacDonald, Matt Nixon, Brian Smith, Executive Director Judy Tucker

**Absent:** Chris Ellis, Chad Nelsen

#### **Secretary's Report** (Sheldon)

Approval of August 26, 2014 Board of Directors meeting minutes

Suggested changes: none

Motion (Mo), Second (Tom): to approve the August 26, 2014 Board of Directors meeting minutes

Vote: 7 in favor, 1 abstained, 3 not voting (MacDonald joined after this vote.) Motion passed.

#### **ECU Services Contract** (Schiavinato)

- Dave Loomis oversees this contract for the TCS Bulletin layout and in-kind web management services.
- Communications Committee recommended moving toward more modern ways of delivering information such as Constant Contact or Mail Chimp.
  - Eliminates the need for TCS Bulletin layout services and therefore the in-kind web management.
- The committee would like a recommendation.
- Concerns that eliminating the TCS Bulletin would affect continuity and delivery of relevant information, and a body of historical coastal management practice for research.
- Email delivery would maintain current kinds of content, but deliver in a different way
- Cost savings of \$2,500 for layout expenses, does not solve the issue of needing a web master. Need to flesh out this cost before making decision, or identify a source of reliable volunteers to carry this forward.
- We might be expected to provide more frequent information such as monthly news and events updates.

- Email blasts with job listing and other information might be a good way to test feasibility while continuing with publication of the TCS Bulletin in its current format.
- **ACTION:** Lisa to update Communications Committee chair Caitlyn McCrary.

### **2016 RAE Partnership (Schiavinato)**

- RAE plans to hosting its 2016 conference in New Orleans and has invited TCS to partner with them again. RAE would like to announce the 2016 conference at the Summit in November. If TCS chooses to partner with them again, they could announce the continuation of the partnership at that time as well.
- Per the TCS contract with RAE, we have a guarantee of \$8,000 for current conference (net of \$2,000 after conference expenses), an additional \$8,000 if registration reaches 1,150, and 20 % of net income from each paid registration over 1,150 attendees.
- Don't see regional partnership efforts as big money-makers.
- Explore partnerships further.
- The Board believes it should have the opportunity to analyze the outcomes of the 2014 Summit and obtain feedback from members before making a decision. This is the responsible way to proceed as a membership-based organization.
- The Board expressed discomfort that TCS was not included in the decision-making process on the location of the 2016 Summit. A true partnership would have included TCS in this decision.
- Concerns that the TCS name is getting lost in the marketing for the Summit, although the Board acknowledges this is not anyone's fault and certainly not RAE's. This is simply a function of how others are advertising the Summit.
- Reconstitute TCS conference in odd years; partner with RAE for an event (not necessarily the summit) in even years?
- Current assets of \$27,700 (9/23/14) plus possible \$10K from summit income, TCS is operating on a reduced budget is ~\$39,000.
- **ACTION:** Lisa will contact RAE president Jeff Benoit and will tell him that TCS is interested in partnering in some fashion, but are not comfortable making this decision without seeing the conference results.

### **Summit Updates (Schiavinato)**

- 919 registrations as of September 18, 2014.
- The TCS coastal leadership workshop, in partnership with the Environmental Leadership Program has 13 registrations thus far and will net us ~\$360 so far (13 registrants at \$910 fees, less \$550 in expenses).

- Susannah is working with DGS on getting a TCS banner printed at a cost of \$474. The cost of the banner came in below budget. TCS had budgeted \$600 for a banner.
- VIP reception invitees will include the Board and key TCS partners such as the Coastal States Organization, American Fisheries Society, Coastal and Estuarine Research Federation, and Taylor & Francis Publishing.
- A half-day Board meeting at the Summit has been scheduled for November 2 from 1-5 p.m.
- We need to directly engage sponsors at Summit; Judy and Lisa will work on a strategy for execution by the Board.

#### **Partnership Updates (Bigford, MacDonald)**

- **ACTION:** Email forthcoming from Tom with details.

#### **Membership Restructure Update (Nixon)**

- The following recommendations were made:
  - Raising dues would bring us in line with similar organizations and would stave off the necessity for doing so again in the near future.
  - A multi-year dues option would result in % discounted for upfront payment
  - Corporate and Institutional memberships need added benefits such as a “spotlight” section in the newsletter or a news blast.
  - Direct members to Members Only section of the TCS web site to access job opportunities to avoid the list being forwarded to non-members.
  - Student chapter members should be TCS members (bylaws change).
- Dues increases will increase the net income of each category of memberships
- Board agreed to increase dues for Regular, New Professional, and Student Member categories.
- Suggest issues of TCS Bulletin moving forward should be in members-only section of Web site for the first year, and then added to the public section.
- Multi-year membership option received mixed reviews. Tradeoff between getting more money in now vs a steady cash flow stream. Annual reminder to renew causes a conscious decision to stay a member vs. not recalling when your membership lapses
- Decision on additional benefits or incentives for Institutional and Corporate Members need to be finalized for use recruiting partners at the Summit.
- General support for putting the job openings list in the Members Only section
- No discussion of a bylaws change to require TCS chapter members to join TCS
- **ACTION:** The committee will continue to research dues structures in other organizations, and offer proposals for board approval

### **Annual Giving Campaign (Schiavinato)**

- Matt Nixon, Paul Ticco, Emily Bryant, Jill Meyer, Linda Maxson will be on campaign committee but need a leader.
- Tom will help Lisa if she ends up needing to chair the project.

### **Special Issue of Coastal Management**

- Eight abstracts submitted: blue carbon, living shorelines, legal issues, etc.
- Tom is still seeking graduate student co-editor.

### **Nominations**

- The committee will have a slate to recommend to Board shortly; the call for nominations was successful.

Meeting adjourned at 3:20 p.m. No formal October call, due to in-person meeting on November 2. An agenda and meeting room location will be drafted for the Board shortly.