

TCS Board of Directors Meeting

May 27, 2015

Minutes

Attending: President Tom Bigford, President-Elect Matt Nixon, Treasurer Mo Lynch; Directors Chris Ellis, Susan Farady, Lewie Lawrence, Steve MacLeod, Brian Smith, Erika Washburn; Chapter Liaisons Avery Siciliano (Duke), Alyson Lewis (ECU), Neal McMillin (UW); Executive Director Judy Tucker

Not Attending: Secretary Susannah Sheldon; Directors Chad Nelsen and Paul Hindsley (funeral)

President's Report:

Bigford has held several meetings with other NGO's with a coastal focus to continue the coastal dialogue. The 2014 Annual Report was sent to the membership, and a letter about 2015 activities is being prepared. The Board needs to refocus on revenue generation.

Secretary's Report:

There was no objection to approval of the April 21, 2015 TCS Board meeting minutes with small edits in committee and report titles to be conveyed by Tucker to Sheldon.

Treasurer's Report:

Net assets as of May 26, 2015 are \$32,286. We are proceeding as planned. The projected 12/31/15 balance is \$6,980, so we need to generate revenue.

Chapters Committee Report:

Oregon State University Request for Affiliation

The prospective chapter has been working for a year to develop its organization according to the requirements for campus organizations and for affiliation with TCS. Tucker reported that their bylaws include the requirement for TCS membership and have synchronized with the TCS calendar year for membership, are set up to be a university chapter by permitting associate membership for faculty, staff and community members, and include an article for the responsibilities of the faculty advisor which should help create stronger support for the chapter. The chapter has shown financial stability by charging dues and budgeting expenses, and plans

to use the full range of options for revenue generation including donations and fund raising activities in addition to dues.

MOTION (Ellis), Second (Washburn): to accept the Oregon State University proposal for affiliation as a TCS chapter. Approved

ACTION: Ellis to report approval to OSU Chapter and send letter of agreement for signature by chapter president. Letter to return to TCS President for signature. Copies to both organizations.

Annual Review of Chapters for Reaffiliation with TCS

Ellis reported that all six TCS chapters (Duke University, East Carolina University, Eckerd College, University of North Carolina at Wilmington, University of Rhode Island, and University of Washington) were reviewed by the Chapters Committee Chair, TCS President, Treasurer, and Executive Director, and were found to be in good financial standing, to be adhering to the standards for operation of a 501(c)(3) charitable organization, and were engaging with the community, with coastal professionals, and with other campus organizations. The TCS Bylaws change to require membership in the national organization for chapter membership went into effect 1/1/15, after the 2014 reporting period. During 2015, the chapters will be asked to change their bylaws to reflect this requirement and to work toward meeting the requirement. During 2016 they must come into 100% compliance for members.

Given a notification from the UW Chapter of their intent to disaffiliate from TCS, the following motion was made.

MOTION (Ellis), Second (MacLeod): to approve the reaffiliation for 2015 of the TCS Chapters at Duke University, East Carolina University, Eckerd College, University of North Carolina at Wilmington, and University of Rhode Island. Approved.

Notification to Disaffiliate from the UW Chapter

Neal McMillin, the UW Chapter liaison to the TCS Board, reported the decision to disaffiliate from TCS. After several meetings of members, alumni, faculty and departments, a vote was taken, with votes on both sides. The primary reason for the decision was the feeling that the TCS membership requirement in chapter activities would exclude people who wanted to participate, and turn them away from their Blue Drinks, films fund raisers, and LinkedIn Group. Also mentioned were that there are better job listings available and the TCS conferences were held too far away. The chapter will continue under a new name, Coastal Leaders At Work (CLAWs). The chapter will be a university student club, will have bylaws and officers, will not charge dues and will fund raise. It will encourage individuals to join TCS if they perceive the value of networking is sufficient.

The chapter was instructed to:

- present a letter requesting disaffiliation stating the reasons and way the decision was made
- discontinue use of the TCS name and logo
- write a check to transfer all remaining funds to the new CLAWS checking account so that it is the last transaction and the ending balance of the TCS UW Chapter is zero
- file an annual report for the partial year 2015 with TCS using the annual review forms
- to chat with TCS about how a national organization can support its chapters

MOTION (Lynch), Second (Nixon): to approve reaffiliation of the UW TCS Chapter until TCS hears otherwise in writing from the chapter. Approved.

This will give the chapter a legal standing in the interim. Another motion would be needed to permit the disaffiliation. At that time, the UW chapter liaison position will dissolve. Bigford thanked the chapter for their effort to carefully consider the matter and their frequent communications with TCS.

ECU chapter liaison Alyson Lewis and Tom Bigford shared a report of the successful semester-end events at which TCS members Chris Ellis, Lisa Schiavinato, and Tom had been speakers. Lewis indicated the events showed the benefits of a relationship with the TCS national organization. Bigford encouraged board members to meet with TCS chapters if their travel took them to those areas.

Communications Committee Report:

LinkedIn Group

The committee provided a background paper on the pros and cons of a closed to members only or open LinkedIn Group and requested a decision by the Board so they could activate the group site.

MOTION (Nixon), Second (Farady): to implement an open LinkedIn Group for TCS. Approved.

ACTION: Communications Committee shall:

- develop a comment policy for approval by the TCS President
- check the LI profile of a person asking to join who seemingly has no affiliation with an ocean or coastal management or issue-related organization
- moderate the group to keep discussions on topic and to enforce appropriate behavior

- plan a schedule for engaging group members in discussion, responding to comments, and promoting TCS activities (referring members to the members-only section of the TCS web site for more information)

Calendar for Blog Articles and e-Bulletin

The board is expected to contribute to an annual schedule of blog articles so the committee does not have to spend time finding authors.

ACTION: Committee to send Board an editorial calendar for blog articles.

Committees Restructure Report:

From the May 12 call with the chairs of the former committees, TCS President, and ED:

- The committee restructure outline approved by the Board 12/17/14 was expanded to add the name of the old committee responsible for the work and some guidance to potential committee chairs to clarify the committees' responsibilities
- Expectations for the Board's responsibilities were added to clarify their role
- Co-chairs were recommended
- Outgoing chairs will help incoming chairs with a transition from the old committee structure to the new, reduced number of committees.

Next step is to recruit chairs from non-board members to let Board members focus on board level responsibilities and to increase the opportunity for leadership in TCS. After the chairs are in place, a general call for committee volunteers will be held (including any remaining open committee chair positions).

ACTION: Bigford and Tucker to frame solicitation and post revised restructure document.

Revenue Generation:

Dropped Member Campaign

Nixon will modify the list of members who did not renew their membership for 2015 and send it to the board.

ACTION: Board members to select 10 people to contact. Nixon will log selections and review for duplication or unassigned prior members. Board members to report their conversations in a column on the list and send it to Nixon.

Report on joint effort with New England Estuarine Research Society

A check was received for the TCS share of registration in the amount of \$268.11.

Environmental Law Institute Briefing on Water Resources in the United States

No revenue, but good exposure for TCS was received through our sponsorship. Timing was good as the regulation was published today.

Coastal States Organization

Bigford met with Executive Director Mary Munson and two staff members to develop ideas for cooperate work. While ideas included a coastal fellowship and a coalition of coastal groups, their preference would be to continue the Coastal Connections seminar/webinar around the country, especially in locations where members of the Appropriations Committee are from. The next opportunity will be an event in August/September on the WA Olympic Coast. This event would not generate revenue, but would be a no-cost event. (See NOAA OCM below.)

ACTION: Board member needed to chair this effort, or to find another TCS member to do so.

ACTION: Bigford to create a list of bullet points about the benefits of working together which Board members can use to approach state coastal zone management programs in their states.

NOAA Office of Coastal Management

Bigford met with Acting Chief, Stewardship Division, NOAA Office for Coastal Management, Joelle Gore, past TCS Board member, who would entertain proposals for support that emphasize the local role, minimize the NOAA footprint, and use existing funding through partnerships such as with Coastal States Organization. Washburn again suggested that TCS be represented at the annual coastal program and research reserve managers meeting in DC.

Call with Packard Foundation

Bigford and Smith got a clear understanding of the issues the foundation would be interested in. As ideas for educational events are developed, TCS will check which ones Packard might fund.

2016 Summit Update

RAE wants TCS to take the lead on getting sponsorships from Sea Grant, IOOS, and research reserve programs in addition to promoting Summit attendance. A marketing and communications chair from TCS is needed; Kasey Jacobs has been invited to chair. This person

needs to work with the TCS web master to create links on the TCS site to the sponsorship prospectus and list of sponsors.

ACTION: Bigford to follow up with Jacobs.

Events to Support Progress toward Goals

Nixon will lead the board in tracking progress on the goals developed at the 2014 Board Retreat and the 2013 – 2014 strategic plan goals, and to determine how the new committees can assist the board in their work.

ACTION: Tucker to email retreat report to board members.

ACTION: Board members to identify an event they can chair that will bring in revenue and send a brief outline to Bigford by June 12.

Next Board Meeting

A Doodle poll of potential dates in July will be sent. Background documents for inclusion in a board packet will be due at least 5 business days in advance of the meeting to allow more time for the Board to prepare for the meeting.

Adjournment

The meeting was adjourned at 3:36 PM EDT.