

**TCS Board of Directors Meeting  
MINUTES  
Thursday June 20, 2013  
2:00- 4:00 PM Eastern**

**In attendance:** *President* Kate Morrison, *Secretary* Susannah Sheldon, *Treasurer* Jeff Smith, *Past President* Lisa Schiavinato, *Directors* Rick DeVoe, Chris Ellis, Susan Farady, Tony MacDonald, Rebekah Padgett, *Executive Director* Judy Tucker

**Not in attendance:** *President Elect* Gerhard Kuska, *Director* Andy Bohlander, *Director* Chad Nelsen

**President's Report**

New Board members were welcomed: *Secretary* Susannah Sheldon; *Ex-Officio Director* Bhaskaran Subramanian.

Secretary's Report

March minutes reviewed

- Motion to approve March minutes (Padgett)
- Seconded: Farady
- Unanimous approval

**Record of Electronic Votes**

- Motion (Morrison): To adopt the 2013 - 2014 TCS Strategic Plan dated April 25, 2013.  
Seconded: Schiavinato  
Vote: breakdown unknown  
Motion passed
- Motion (Morrison): To present to the TCS membership the proposed amendments to the TCS Bylaws  
Seconded: Schiavinato  
Vote: 11 affirmative, 0 opposed, and 2 did not vote  
Motion passed
- Motion (Morrison): To approve the request for affiliation from the University of North Carolina Wilmington (UNCW) to become a chapter of The Coastal Society.  
Seconded: Schiavinato  
Vote: 10 affirmative, 0 opposed, 2 did not vote  
Motion passed. While the motion was not amended, Morrison agreed not to accept the chapter's bylaws and send a LOU for affiliation to the chapter unless the chapter strikes from its bylaws the language about taking positions on policy or legislation.
- Motion (Morrison): To approve the appointment of Bhaskar Subramanian as ex officio member of the TCS Board of Directors until December 31, 2013.  
Seconded: Schiavinato  
Vote: 10 in favor, 0 opposed, 2 did not vote  
Motion passed
- Motion (Morrison): Susannah Sheldon be appointed as TCS Secretary for June 2013-December 2015.  
Seconded: Kuska  
Vote: 9 in favor, 0 opposed, 3 did not vote  
Motion passed

- Motion Morrison): Caitlyn McCrary be appointed as TCS Communications Committee Chair for June - December 2013.  
Seconded: Schiavinato  
Vote: 9 in favor, 0 opposed, 3 did not vote  
Motion passed

### **Treasurer's Report**

TCS has roughly \$55K in assets.

Q2 reflects a loss, however operating at a profit for the year. Non-conference years are driven by dues income. Expenses are related to executive services and *TCS Bulletin* expenses.

Jeff Smith's second term ends at the end of 2013, and active recruitment for a new Treasurer will begin shortly. Any recommendations welcome. A recruitment email will be sent to the membership for people interested in an assistant or interim treasurer position prior to the fall elections.

### **Regional Events Status**

CERF SLR event – Megan Bailiff will provide information on budget needs and speaker information; TCS funds needed for speakers; abstracts sorted in July and MB will participate in sorting the sea level rise abstracts.

Surfrider - too late in the planning process to partner on a Mid-Atlantic event in the fall 2013, but they are interested in 2014.

CSO – roundtable or lunch meeting in DC area; discussions next week with the CSO Executive Director; all state representatives are typically in DC during appropriations season; representatives in NGO and advocacy communities in DC area would also be interested.

ASBPA – Hawaii will be launching new chapter and potential regional event for 2014 in works. Bohlander to serve as TCS contact.

A process for consideration of potential partnered events is needed.

**Motion** (Morrison): The Regional Events Committee and Executive Committee will suggest regional event partnerships for an e-vote by the Board

Seconded: Farady

Vote: 10 affirmative, 0 opposed

### **TCS 24 Planning**

Exploration of a joint conference with Restore America's Estuaries in 2014 which would replace the separate biennial conferences of RAE and TCS, has resulted in a proposal from RAE. The RAE Board has endorsed the idea, but the details need to be worked out. A review of the terms of the proposal and a cash flow projection of assets were presented, and a discussion was held about the nature of the RAE conferences, the role for TCS, deal breaking positions, and alternatives for TCS. The proposal is for partnership on one conference in 2014 and does not commit TCS to any on-going partnerships.

RAE Proposal summary: TCS would not be required to incur any general conference costs other than any special events or activities the Society may wish to undertake.

- RAE will be responsible for all contracts associated with the general conference program. TCS will use existing RAE contracts with the hotel and caterer for any special events they may host.
- RAE will provide TCS with \$8,000 prior to the start of the conference in return for TCS participating in the program development, marketing and outreach, and sponsorship solicitation (details to be determined).
- RAE will provide TCS with an additional \$8,000 when and if a threshold of 1,150 paid registrations is reached. This number is based on a downward adjusted past average number of registrations from our conferences (900 RAE and 250 TCS = 1150).
- RAE will provide TCS 20% of the net income from each registration beyond 1150.

There is an advocacy component and is directed toward restoration. There is a concern that this will be a RAE conference with a TCS component; though it was made clear to RAE that it was expected to be a true partnership. TCS seems to be more policy-focused, with broader topics. There are synergies between the two organizations. Jeff Benoit noted that RAE did want those synergies. There is an expectation that TCS will enhance the conference from both content and participation perspectives. TCS would get billing alongside RAE on conference literature. TCS would be insulated from financial risks by using RAE contracts.

Cash flow was projected through 2015 for no conference, the joint conference with RAE, and a traditional TCS24. TCS assets would reach \$0 in January 2015 with no conference, in April 2015 with \$8,000 income from RAE, and October 2015 with either \$16,000 from RAE or TCS 24. Average expenses annually are ~\$40,000-\$60,000 from non-conference to conference years. Weighing costs to benefits, the Board questioned whether this partnership is worth the effort to extend the assets for such a short period of time. TCS resources must remain available to conduct regional events which might generate assets Any restrictions on hosting or co-hosting other meetings, such as CERF in 2015 which would cut off opportunities to raise assets to keep TCS solvent for a year or two would make or break the deal.

Strong interest was expressed in exploring a way to pick up the CZ brand and replace the CZ conference. It would fill the gap TCS and CZ covered annually of being the only place where academics, professionals, policy people, coastal managers, outreach and engagement people gather.

The current fiscal climate makes it difficult to determine the future of large events such as this. Other organizations are picking up the model of a focused topic (not generalist), allied partners with shared missions to share risk, corporations and foundations to cover overhead in the budget. Letting the CZ brand fall away seems to be a mistake, and TCS needs to figure out how to do this as soon as possible. TCS needs to determine what else, if not play the role of convener, could it do that other organizations aren't already doing.

Partnership with RAE could allow a little time to gain experience in fundraising through foundations and private industry. Regional events in 2013 and 2014 would allow TCS to evaluate the financial situation and build sponsorship prospects so we might host our own event in 2015. Events should be income generating, or vehicles to demonstrate our value to community and garner name recognition. The partnership with RAE must allow TCS to reduce the effort normally spent on planning its own conference so TCS can focus on a long-term combination of activities to build long-term income.

Questions for RAE:

- 1) What is our role in conference planning committee?

- 2) How much of Judy's time required for program development and seeking sponsorship?
- 3) Role in fundraising, and can we share sponsorship revenue surplus?
- 4) Is the intent to prevent TCS from hosting other events in 2014?
- 5) Would this affect our ability to partner with CERF in 2015 (assuming fall 2013 event goes well)?
- 6) Distinct sessions with TCS brand to them? Or is separating from RAE like being a smaller track? Need to ensure a focus on what interests TCS membership (resilience) while partnering
- 7) Joint fundraising proposal for us to take to RAE; if we get some of the sponsors we need to get a cut of that revenue

**Action:** **Morrison** and **Tucker** will take questions to Jeff Benoit/RAE for clarification.

**Action:** Open call in July for Board to discuss findings and any amendments to proposal.

**Action:** Discussion of developing relationships with CZ conference sponsors and other necessary planning for a CZ 2015 by TCS to be put on the September Board Meeting agenda.

### **Committee Work Plans**

Committee chairs were unavailable to participate on today's Board call and will be invited to future calls.

Specific examples in work plans will assist in the development effort so the committee can be clear in what they are fund raising for.

A procedure is needed to ensure that committee actions align with the TCS mission.

**Action: Executive Committee** to review work plans and give general guidance to committees during the June 24 call of all committee chairs.

### **Development Committee discussion**

TCS needs a case statement that defines who we are, what we are about, and what niche we can fill.

TCS Board is invited to review the draft case statement and participate in the July 16<sup>th</sup> Development Committee call to discuss it. Several key questions about TCS need input from the Board during the call, or in advance if unable to attend.

**Action: Board members** to review draft case statement, reply to questions and offer draft text for the case statement on a Google document, and attend July 16, 2013 Development Committee conference call.

Annual Giving Campaign for 2013; expecting 100% Board participation before kick off in September; need a chair for this effort.

Padgett's term on the Board is coming to an end at the end of this year, so please be thinking of potential replacements for the Director position and the Development Committee Chair position Padgett is eligible to run for a second Director term.

Meeting adjourned at 4 PM EDT. Next Board meeting tentatively October 8, 2013, 2 – 4 PM EDT.