

MINUTES: ANPR BOD Meeting



Link to Zoom:

Please note: Board members are expected to enter new business and BOD member reports at least seven days prior to the BOD meeting so that other members can consider information, issues and proposed actions prior to the meeting.

Date of Meeting: February 27, 2024 8:30PM EST

Time Meeting Called to Order: February 27, 2024 8:34 PM EST

Meeting called to order by: Rick Mossman

Attendance:

BOD Member	Present or Absent
● Rick Mossman, President	● Present
● Demmy Vigil, Secretary	● Absent
● Rick Harwell, Treasurer	● Present
● Lauren DeGennaro, Strategic Planning	● Present
● Mike Pflaum, Government Affairs	● Present
● Rae Emerson, Education and Training	● Present
● Emily Johnson, Professional Issues	● Absent
● Shannon Wilson, Membership Services	● Present
● Troy Hunt, Seasonal Perspectives	● Present
● Greta Ketchner, Internal Communications	● Present
● Wendy Lauritzen, Fundraising Activities	● Absent
● Bill Wade, Executive Director (non-voting)	● Present
● Melissa DeVaughn, Business Manager (non-voting)	● Present

- Others Present: Tom Banks, Meg Weesner, Jamie Richards

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Approval of minutes from last meeting:

Link:

<https://docs.google.com/document/d/1ZeyZxyga6UqViWd8CZ1JegyXpISpCf1kGqprMQ6C8Xk/edit>

- Motion to Approve by: Lauren
- Second by: Rae
- Discussion: None
- Vote: Motion approved

Business carried forward from previous meeting(s):

- Mossman: ANPR Citizens Award - **Table this until March meeting**
- Mossman: Approve [ANPR Strategic Plan](#) Lauren comments that it should be 3 year plan since that would be within the board position time frame. Lauren has also added additional topics for discussion for a future board member, including hiring, identifying support, and professional issues.
 - Rick calls for vote to accept Strategic Plan as written. Rick Harwell made the motion, Mike seconds motion. **2024 3-Year Strategic Plan is accepted.**
- ??: Status of ANPR PIO Appointment–?
 - Bill mentions that applications would be forwarded to Jonathan; he is only familiar with 2 applicants right now. Lauren will touch base with Jonathan to see current progress with this, and follow up with applicants. Bill recommends getting both involved, but asks who will mentor them, oversee the process and develop the expectations. Lauren will double-check to see what was initially stated. She will follow-up with Greta on this. She will ask Mike and Melissa to potentially look into social media communications with this. Lauren will take over this project for now. Bill raises concern that Warren and Jonathan haven't connected yet to figure out what Warren is willing to do via mentorship. Meg mentioned there was preliminary conversation between Jonathan and Warren at Ranger Rendezvous 46.
 - To do: **Lauren will follow-up with Jonathan to figure out the above situation.**

New Business:

- [Submitted by Tom Banks] Establishment of "Honorary Life Member of ANPR" membership category and if approved, confer an Honorary Life Membership to Betty Soskin
 - Tom mentions there was an email mentioned discussing this potential topic on January 30th, and he suggests that ANPR could honor her for two reasons. 1 - it would honor a well-known individual within the field. 2 - it would present visibility to ANPR if there was an announced press release. Bill mentions this is a great idea, though mentions there would need to change some of the by-laws via the membership category. Bill supports this idea, however, and could work with Tom to do this. Rick asks Melissa the cost of a member annually (for both getting magazine and those that don't). Tom mentions it would be a virtual membership (thus relatively cheap), and would offer giving a paper award. The main cost was the Ranger Magazine. Tom would suggest he would pay for the magazine cost if it is an issue. Bill will look into by-laws change of how they would be selected, approved, etc. Troy mentions that, if spun right, would build toward reputation of organization. Mike also believes it to be a good idea. Melissa writes that this is not an issue for the Ranger magazine. Meg mentions there have been others that have been

given an honorary designation - Bill clarifies that, though there has been this designation, it was not a membership. Thus, the question is putting this option for Honorary Life Member as a membership category.

- Mike makes a motion to amend by-laws to allow for Honorary Life Member. Rae seconds the motion.
- Motion passes.
- Troy makes motion that, under by-laws change, Betty Soskin becomes that inaugural Honorary Life Member. Rick Harwell seconds.
- Motion passes.
- To do: **Bill will tease out language for by-laws change for the board members for either email vote or under agenda for the next meeting.**
- (Submitted by Tom Banks) Establishment of a “Membership Retention Committee”
 - There is a current issue for flat/declining annual membership, but this could be an issue with retention (no statistics yet on this). This could be due to various reasons (such as cost, lack of sense of belonging, etc.) Suggests a Membership Retention Committee (roughly 4 people on this committee) to engage with new members (within 4 months of joining, and within 1-2 months before expiration of membership) for those new members to get connected and figure out why they joined, what are their goals, what ANPR can do for them. Bill mentions it is a good idea and the original paper was laid out well. Bill also recommends Tom should be elected as chair of that committee (would require Rick M to do so). Shannon asked Tom to send an email to her because she has some ideas for this committee. Melissa mentions that members sometimes only give emails rather than phone numbers as well. Rick mentions that finding out retention is a good idea, and Rick appoints Tom head of that committee. Meg asks if the giver of the gift membership should do this outreach, but Shannon mentions that she doesn't believe so. Melissa mentions that ANPR gets about 6 memberships a year that presents an auto-generated welcome letter, but it is up to gift-giver to follow up. Mike supports this idea. Lauren mentions it is a good idea using the college alumni outreach as a model (though they focus on monetary requests). She mentions that she can reach out to people, but would not be able to do the legwork on finding those people. Shannon recommends that ANPR should use the prior template from the membership reports already made last year. Rick H mentions that you may have to start with an email but not make it look like spam. Rick M mentions that Alpine Club reached out once COVID-19 hit, which could be applied to this committee. Meg mentions that Alpine Club also calls employees at a specific park if there is a disaster, which could be applied to this committee. Lauren mentions that outreach from a government shutdown would also be helpful from the welcoming committee.
 - Tom is officially appointed to chair this committee.
 - To do: **Shannon and Tom should follow-up with each other to brainstorm this committee.**
- Rick mentions that Emily is going to resign from the board due to busy-ness from the baby. Rick mentions there were two other people who applied for this position, and he can reach out to both of them. Board can look at their applications and decide who to appoint at the next meeting.

- To do: **Rick will get these applications to board for discussion so that they can appoint someone to replace Emily.**
- (Submitted by Melissa DeVaughn) Received the proposal from the marketing company Allison, for the board's discussion.
 - Price seems out of desirable range. Bill does not recommend to accept their proposal. Rae has suggested that price was too high and was unclear what service they would provide. Melissa mentions there were no other offers currently since this was just a suggestion from the Rendezvous.
 - To do: **Melissa will reply to Allison to say no to the proposal.**

Reports (Progress on Annual Work Plan and other activities):

- President: Met with Coalition and NPCA workforce Committee. John Garder of NPCA is adding me to housing working committee calls.
 - a . Attended Ranger Rendezvous Committee Meetings
 - b . Worked with Lauren and board members on annual work plans. Two left to go.
 - c . Talked to Demmy. She hopes to be back and active in March.
 - d . IRF registration and accommodations are up. Plan!
 - e . Attended 2 meetings on Yellowstone Museum Fundraiser. Paul Anderson is heading this up. We worked with Duane Bubac and Christina White on getting photos and text and work to be done. Linda Young explained plan for exhibits. (Mainly planning for adding new short videos(3-5 minutes)). They would like ANPR's help on finding good video and photo footage. (rangers doing Ranger stuff 1990-Current). New additional work on building may be to lift the building and create a "footing" wall to help with rodent problem (wouldn't look to do this until Spring 2025). Target is \$200,000 (Bill thinks this figure might be less, depending on types of renovations). Melissa is going to work on a "rack card" for fundraising . This will be sent out to all those going on cruise ships trips and can be used by anyone.
 - Bill mentions there's a meeting on March 6th with National Park Foundation(?). Bill recommends Christine or someone from the Park to be on that call. Bill mentions they need language to request the input for the video so that it can be sent to the members. Also mentions that this spring fundraising focus for the members should be for the museum. Melissa mentions the spring issue of Ranger will be middle of March, which can tie in together with the spring fundraising.
 - to Do: **Bill will get with Greta to sort out the language necessary to disseminate to the members. Will give this to Melissa prior to the issue of Ranger in spring?**
 - f . Rick Harwell submitted a proposal for us to be panel speakers at World Ranger Congress
 - g . Announcement: World Ranger Day gathering July 31, 2024 at Judge John Sutter Shoreline East Bay Regional Park.

- Secretary:
 - a . If Christina Burton needs to be contact, please use c.burton1228@gmail.com since the old email (christina.burton@ucf.edu) is inaccessible to her now.
 - b . ANPR report will likely be finalized in spring of this year, and dissertation will soon be public access.
- Treasurer:
 - a . Meg had a question about an expenditure. Rick M mentions that Mike Lynch asked if ANPR could donate \$4,000 to fund the Latin American rangers. Rick M and Bill made sure there was enough money for 4 scholarships for World Ranger Congress, and Rick M went ahead and approved the donation. Meg asked if board was the appropriate conduit for approving this donation per the by-laws. Bill mentions that there were previous donations, and the money would not take away from the 4 scholarships. Hence the donation. Rick M comments that Meg's question is fair and will try to present to the board when he can.
- Strategic Planning:
 - a . Revised Strategic Plan and Annual Work Plan
 - b . Need to meet for annual work plan with Membership Services and President (was busy with work and visitors in February).
- Professional Issues:
 - a .
- Government Affairs:
 - a . Worked extensively on planning for Ranger Rendezvous 47 in Rapid City in November. Corresponded with members of the program committee, brainstorming possible programs and presenters. Had a phone call with Jamie Richards about programs. Contacted several possible presenters. Participated in full Rendezvous Planning Group meeting on February 16. Contacted several people to encourage attendance at the Rendezvous.
 - b . Had a long phone call with JT Townsend, Chairperson of the Harry Yount Lifetime Achievement Award committee and will provide a brief update for the board on February 27.
 - c . Met by phone with Rick and Lauren on Strategic Plan and Annual Work Plan
- Membership Services:
 - a . Working on prodeal with Red Point travel insurance for backcountry rescues
 - Rick mentions that Red Point has changed their insurance a bit to not operate in the state of Washington.
 - b . Working with Fundraising to grow membership and raise funds for ANPR
 - To Do: **Shannon will reach out this week to Rick M to clarify language of this.**
 - c . Working with Melissa to have Prodeal instructions on how to access them in Ranger Magazine
 - d . If you apply for a pro deal and you are an active NPS employee use ANPR membership letter as proof for eligibility
- Seasonal Perspectives:
 - a . Building a survey to be distributed on social media to assess the interests of seasonal employees to help develop advocacy points

- b. In my job interviews I have spoken to several western parks about ANPR and likely have sparked some interest.
 - c. Supernaugh Scholar application window will be July 1 to Aug 15, 2024
- Internal Communications:
 - a. Working to get Ranger Rendezvous 47 information out on social media and newsletter
 - b. RR 47 outreach letter in progress
 - c. Learning the MailChimp system and taking over the ANPR biweekly e-newsletter.
 - Bill mentions that Greta is officially the one to contact about the newsletter.
- Education and Training:
 - a. General topic considerations for RR47 workshops (developed from conversations with WASO training, 2023 Employee Viewpoint Survey results, NPS field staff and managers, career training recommendations) - some could be developed for 60-90 minute periodic virtual trainings using zoom format,
 - *Safety
 - *Mid-career strategies
 - *Communications
 - *Doing less with less
 - *Partnerships
 - *How do you do.
 - *Community outreach project (trash collection, create recycled *projet d'art* for auction) - mentions this person cannot do it this year.
 - *Specific training suggestions:
 - +IC classroom 300
 - +Developing and maintaining successful relationships with Indigenous communities
 - +Social media platforms - how to create protocols and compliant postings
 - b. Email to mentors - follow up with individual conversations (in progress)
 - c. PSA - to membership (in progress)
 - Topics:
 1. committee member recruitment
 2. mentor program,
 3. specific workshop topics
 - d. Numerous outreach calls
 - e. For consideration: On-site and virtual participation - fee to attend; higher for virtual to cover equipment and operating costs. Not all workshops would work in this format. Workshop fee would help cover costs for supplies, instructor/facilitator lodging-transportation-stipend-supplies,etc,

- Fundraising Activities:
 - a . Rick M mentioned he was contacted by Dick Martin, who will get past Rendezvous t-shirts to make it into a quilt. This can be auctioned off. Rae mentioned there will be a quilt of national parks donated that will be auctioned. Bill asked Rae to send him the information to this for a possible super raffle prize.
- Executive Director and RR Manager (including work plan elements):
 - a . Manage budget for FY2025: **Budget input due to Wade by NLT Mar 15, 2024**
 - b . Manage finances for ANPR: January financials sent to BOD. Finalized Harwell as signatory on Wells Fargo checking account and removed Meg Weesner as signatory. Will set up time to work with Harwell on the finances and Quickbooks.
 - c . Manage RR47 in Rapid City, SD: Management team meeting monthly now. Presenter applications are now being accepted. Pflaum, Wilson and Richards are moving ahead with the RR program.
 - d . Sign contract for venue for RR48: At this time I have proposals that are being reviewed from:
 - Pipestem State Park, WV
 - Kentucky Dam State Park, KY
 - Wyndham Hotel, Virginia Beach, VA
 - Awaiting proposals from Nashville, TN, Charlotte, NC, Charleston SC, Knoxville, TN, Detroit, MI and Richmond, VA
 - Rick M asked if Corpus Christi was in the running for RR48, but Bill clarified it would potentially be an option for RR49 (2026).
 - Rick Harwell mentions that Corpus Christi is nice given prior conferences there.
 - Pipestem SP (as low as \$90 per night), Kentucky Dam SP and Wyndham Hotel in Virginia Beach have comparable room rates (less than \$120 per night). Wyndham Hotel in Virginia Beach also had good rates for other facilities for RR48.
 - Pipestem and Kentucky Dam are not near major airports. People would have to go to smaller airports or rent cars, etc.
 - Bill asks board if there is a preference for facilities of a state park, or if they'd prefer facilities from a hotel room. To Do: **Board should consider this question for the next meeting.**
 - e . Seek venues for RR49 and RR50: No specific action so far.
 - f . Develop and manage contracts for Business Manager/Ranger Editor for FY2025: Contracts for Melissa will be reviewed by **Apr 1, 2024** .
 - g . Manage ANPR/Royal Caribbean cruise program: Still some openings, but getting close to deadlines.
 - h . Manage ANPR Super Raffle program: Waiting for Wendy to identify prizes. Plan to open for ticket purchase by **May 15, 2024** .
 - i . Manage bi-weekly member newsletter distribution: Responsibility being turned over to Greta Ketchner (Internal Communications)

- Business Manager and *Ranger* Editor:
 - a. In the middle of Ranger magazine spring issue now; if anyone has any news to get in, now is the time.
 - b. Acted as secretary for the last ANPR board meeting.
 - c. Completed meeting with the marketing company Allison about helping with our membership growth initiative. As an item on new business, the board will hear more about that.
 - d. Added a Save the Date for RR 47 to the website and will begin populating with information as we get it.
 - e. Took part after the fact in Ranger Museum committee meeting and have fundraising focus item on the efforts to grow that fund.
 - f. Attended RR47 planning meeting to begin the process of building out the program and guide, as well as articles/features for Ranger.
 - g. Worked with Greta to compile a list of professors/programs to send RR47 invite letters to. Greta drafted the letter. Will begin mailing these with a goal of March 1.
 - h. Reconciled the monthly accounts

- Committees and Task Groups:
 - a. International Liaison (Weesner): wants to focus on scholarships for World Ranger Congress - will focus on newsletter or other ways to reach out to members for this. Will reach out to form a committee to have members such as Rebecca Harriet, former International Liaison, as well as a former scholarship recipient to be added to it. Melissa says she still has a little room in the back of the spring Ranger for this.
 - b. Ranger Museum: Mossman, Anderson and Wade met (zoom) and developed an action plan to move forward with fundraising. Focus of ANPR Spring Fundraising Campaign to be Ranger Museum. Melissa will develop a one-page brochure to distribute to prospective donors. We have a meeting scheduled with the National Park Foundation on March 6 to discuss their involvement.
 - c. Yount Award (Townsend):
 - Mike is on committee, so the update is that JT has been traveling and personal issues. As such, he has not made a bunch of progress on it other than “reconstituting the committee”. JT hopes to attend the March meeting for the update.
 - Bill mentions there is a Yount bust ordered and can provide to “worthy” nominee, but board needs information about the nomination criteria for the membership. Mike mentions that the number 1 priority is to establish that criteria, and hopes to provide that to the March meeting.
 - To Do: **Melissa provide the Zoom info to JT for the upcoming meeting.**
 - d. Investment (Wade): Current members are:
 - Bruce McKeeman
 - Jon Lewis
 - Marty Huseman
 - Tom Banks

- Meg Weesner

Announcements:

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Adjournment and next meeting:

- Time Meeting Adjourned: February 27th, 2024 at 10:07 pm EST
- Next Meeting (Date and Time): Mar 26, 2024 ; 8:30pm EDT; 7:30pm CDT; 6:30pm MDT; 5:30pm PDT; 4:30pm AKDT