

ANPR Board of Directors Conference Call
Tuesday, March 24, 2015
8:30 pm Eastern/7:30 pm Central/6:30 pm Mountain/5:30 pm Pacific

Board Members Attending: Erika Jostad, Lauren Kopplin, Kate Sargeant, Scott Warner, Colleen Derber, Katlyn Grubb, Tom Banks, Ken Bigley, Seth Tinkham, Wendy Lauritzen

Others Attending: Alison Steiner, Ben Walsh

Board Members Not Attending: Cadence Cook

Meeting called to order at 8:38 pm.

Ken – Has accepted AO position at PRWI/MANA. Congratulations to Ken!

Rendezvous 38 – Ben

- Hospitality suite all set.
- Trivia night planned.
- Working on HFC re: movie night.
- Field trip to GRSM all planned.
- Service project at BLRI all set. Ben is working with VIP Coordinator on exact project, number of people, etc.
- Currently have 4 keynotes confirmed.
- Breakout sessions should be finalized in the next week, some may change from breakout to half day training sessions.
- OL training will be held. Looking for a couple more training options.
- Still waiting to hear back from SER folks.
- Erika – Will reach out to BLRI and GRSM again.
- Kat – Working with FLETC folks
- Ben – There's a class going on at the LE academy about 45 minutes away from Rendezvous
- Scott – Used to teach at SILVA, will make a trip up there and will coordinate with Kat.
- Seth is working on exhibitor form. Will be integrated into new website per Alison.
- Still looking for sponsorship and donations.
- Ben reached out to GRSM, BLRI, and other contacts – couldn't spare personnel to give training b/c it's their busy season.
- Ken is waiting to hear back from former deputy CR who may be able to present.
- Checking with superintendent at Carl Sandburg (45 minutes away from the Y) about presenting, would be a good cultural resource.

- Still need confirmation of pre-Rendezvous and Thursday training classes.
- Seth – Contacted every former exhibitor and sponsor from the past 3 years and is working with Alison regarding 3 people who are interested in sponsorships that reached out this week.
- Fundraising goal – Each person will add 40 organizations that we can reach out to, add to spreadsheet,
- Will need help with managing the raffle and in-kind donations. Kat will handle on-site raffle/donations.

TASK – Send emails to 10-15 organizations and keep track of replies – ALL.

Ben – Next steps

- Discuss opening registration and coordinating with Y on room registration.
 - Registration fee will stay the same.
 - Line on registration form for Supernough donations (Per Alison, this has been done in the past).
 - Alison – most critical part of getting registration up: activities that will require a fee need to be confirmed before registration opens up.
- Finalize agenda.

Alison – Website

- Transition is going well. All of the data from old site has been moved over. Simple format, easy to navigate.
- Biggest issue is to figure out payment, working with Sherry on trying to use PayPal.
- **Help needed with content** – Sherry advised that having alternating pictures on the home page is not best use of space. We should use the space for advertising (rendezvous, mentoring program, membership drive, WRC). Alison will send emails out to those who might be best suited to write the content.
- **Also need help with testing the new site**– Testers to try out the site, member log-in, payment, identify problems, etc
- Goal to have website up and running by mid-April, can announce in next Enewsletter.

Alison – Enewsletter

- Open rates – 60% (really good compared to other non-profits).
- Enewsletter goes out to 550 people, 312 opened, 20 clicks on various links.

Seth – Fundraising

- During BOD meeting in St Louis, we talked about ways that the BOD demonstrates commitment to ANPR.

- BOD members are required to recruit at least one new member and donate \$100. Do we want to stay with these numbers or increase? Do we want to challenge ourselves?
 - Wendy – Doesn't have a problem with minimum donation being raised to \$150, but probably gets paid more than others.
 - Seth – Would like to include on our new website. More important to demonstrate outwardly that we are invested in ANPR in 2 ways (financially and adding members)
 - Tom – Supports the concept, some people may be unemployed, we should all commit to giving a certain amount.
 - Wendy – We don't want to discourage people from joining board because of that.
 - Seth – BOD members don't have to give cash themselves. They can get organization to contribute.
 - Erika – Proposed that we stay at where we are (\$100 donation and recruit 1 new member)
 - Wendy – Seconded.

Kate – Membership

1. General update – Sending out reminder to lapsed members, will wait until new website is up so members can register on rolling basis.
2. ANPR recruitment flyer into new employee orientation packets, pick some of the larger parks in IMR, will reach out to AO's of those parks. Ken will help with the names of AO's
3. How much has ANPR done in past with outreach to universities that have outdoor recreation, natural resource programs?
 - a. Wendy – In the past (about 8 years ago), effort to set up college chapters of ANPR so students get more involved, never got chapter set up, but kept in touch with the people. Worked with Oklahoma State. Scot was working with universities back east, never really took off, may be a way to re-start that idea.
 - b. Tom – Reached out to Colorado State, could be done again, more aggressively.
 - c. Wendy – We're going to have partnership with CSU for WRC, so would be a good place to set up, might be a better time for outreach.
4. Send flyers out to our membership to ask to post in break room, etc. Alison suggested a stand alone email.
 - a. Erika – membership drive in combo with announcement, appeal to put in break room, in new hire packet, stand alone email.
 - b. Seth – could use mail chimp account to get data.

Tom/Alison – Finances

- Tom asked IRS for another letter of determination for 501 c status. May take another 6 weeks to get back.

- We're still in the \$20,000 range in checking.

Scott – WRC Delegates

WRC Survey Results

1. Is criteria valid?
87% said okay.
12% could be better, but good start.
2. List of questions
75% valid.
25% could be better.
Received some good comments on that.
3. Should we weigh/rank criteria? yes or no?
75% yes.
25% no.
4. Should applicants give ANPR experience?
87% yes.
12% no.
No comments.

We are still waiting for 3 more surveys to be submitted. Once we get final 3, Scott will send results.

Erika – Membership List

- In the past, Teresa would compile the list and send out to membership services person, president, etc.
- BOD members should know who members are and how to get in touch with them.
- Should come up with criteria with what we should do with the information. Thoughts on how we should distribute the list?
- Erika will work with Colleen on membership directory on the website

Seth – Advertising in Ranger

- Providing reduced rates on advertisers.
- Erika, Alison, Seth, and Ann are working on a plan to revise the rates.

Erika – Ranger magazine

- Has gone to printer and should arrive by end of the month.
- New printer in Davis.

Meeting adjourned at 9:34pm.