

ANPR Board of Directors meeting
Wednesday, October 18, 2017
Ranger Rendezvous 40, Estes Park, CO

In attendance: Jan, Chris, Tom, Marin, Will, Cadence, Jamie, Ben (via Skype)

Not in attendance: Kat, Nick, Scott, Kate

Members in attendance: Ed Rizzoto, Bruce and Georjean McKeeman, Bill Sanders

Note: 11 voting members – quorum is 60% or 7 members

Meeting called to order at 10:00 am MT

Updates and discussion:

President (Jan):

- Wants to start recognizing members as a new RR tradition
 - The original 33 members
 - Retirees
 - In memoriam
 - Etc.
- Mike Reynolds presented the finding from the harassment survey: 38% said they had been harassed (22% of that was actually seen as age discrimination).
- Has received a proposal from the George Wright Society to combine efforts for annual get-togethers. Most agreed that this was not feasible or in our best interests.

Treasurer (Tom):

- There is currently about \$116K in funds including those in our checking account (~\$37K), WRF account (~\$32.5K), dependents fund (~\$5,300).
- The Vanguard account is now up to ~\$110,300.
- Our net worth is ~\$226K.
- Rough estimates for this RR show ~\$9K in anticipated expenses and ~\$13K brought in thus far.

Secretary (Marin):

- Want to make sure we have the most current bylaws available for member viewing.
- Tom, Marin and Scott drafted three policy documents that need finalizing and posting – travel and expense reimbursement, document retention, and conflict of interest.

Business Manager (Chris):

- Concerns regarding our website. Who is Sherry Albright and what is her role with this?
- Cadence suggested that Chris speak to Ann Dee.
- Board agreed that if Chris can find a way to make our website more user friendly, then he should go for it!

- Jamie suggested looking at Wordpress, Google Sheets, etc. and other options that don't cost more than what we spend now.
- Tom proposed that Chris have full mastery of the website. Will seconded motion. Unanimous vote to approve.

Internal Communications (Cadence):

- Most of her RR planning has been from scratch and she wants to make sure that all of her planning documents are available on Google Drive for the next coordinator.
- Chris suggested that there may be multiple Google Drives that need to be consolidated.
- Our Facebook site has over 45K likes. Likes and Shares went through the roof around 01/20/17 (inauguration). We should try to use Facebook more to our benefit.
- Chris said that we do have a really low page rating – Jamie suggested that there is a way to pull old ratings and comments.
- See additional below regarding social media.

Professional Issues (Jamie):

- CSPRA (CA state park ranger association) has proposed joint lifetime membership between them and ANPR. They have already ratified and our looking for our approval. Unanimous decision to approve.

Seasonal Perspectives (Will):

- Putting together a hard copy version of his RR presentation – a packet that anyone could pick up to get the basics on how to get a seasonal position.
- Need to try and tie this into our mentoring program.

Special Concerns (Ben):

- Asked if ANPR is crafting a response to the harassment survey finding – he offered to draft the response.
- Feels we need to have a stronger voice – we need to be more proactive in speaking for our employees.
- The coalition is able to be more vocal than we are but Bruce McKeeman feels that ANPR is not as proactive as it used to be.

Fundraising (Nick):

- See notes below on whiskey company proposal.

Discussion initiated by Jan – financial status of ANPR

- Jan asked where do we want to be financially?
- Bruce and Jeff reminded us that we are a non-profit but we should be sure to stay enough in the black so we can support the programs we want to support.
- A 5% accretion was suggested.
- Our base costs are pretty firm but RR is always quite variable.
- We did ~\$12K in fundraising this year and took in ~\$22K in membership fees.
- Ranger magazine cost ~\$24K this year.
- Jamie mentioned that we have a '1% for the Planet' account that we need to promote.

Discussion initiated by Ben – membership participation

- Chris said that we currently have approximately 780 memberships but we have no info on any life members who may have passed away. More memberships have lapsed than have been added.
- General feeling that we need to more members to volunteer more – we need to ask for help – not wait for people to come to us.
- Canvassing for what issues and projects are important to the membership may lead to more participation.

Discussion initiated by Chris – the worth of membership:

- Is wondering why anyone would pay for a membership – what value do we provide beyond the annual rendezvous?
- Ranger magazine is available online for the public – this is not supposed to be happening and Chris needs to inform Ann Dee Allen and Sherry Albright.
- The Employee Resource Groups (ERGs) may gain folks who might have joined ANPR if we don't have anything to offer them.

Discussion initiated by Nick – how do we make RR affordable for seasonals:

- Can we offer a seasonal/student rate instead of just a student rate?
- How can we make accommodations more affordable?
- Location is important – proximity to airport, NPS sites, conference center, etc.

Discussion initiated by Nick – Proposed donation to ANPR:

- Received an inquiry from a whiskey brewing company who wants to put Harry Yount on a label and would like to donate \$1/bottle sold to ANPR – they estimated it could bring in up to \$8K.
- General Question – do we want to put our logo on a bottle of alcohol – does this suggest endorsement? All agreed that we need more info.
- Can we ask for a donation without any appearance of endorsement?
- Jamie worries that we are setting precedent – need to consider how this would reflect on us.
- Ed said that this might not play well with the professional image we are wanting to maintain.
- Bruce mentioned that ANPR had to clean up its act in part because Jon Jarvis wouldn't recognize ANPR as a professional organization.
- Ed suggested that if we do decide to do this that we need to have a sunset date.
- It was noted that for World Ranger Congress, Bruce teamed up with New Belgium Brewing (Ranger IPA).
- Jamie wanted to discuss how we feel about sponsorships in general.
- Georjean suggested that they make us appear less professional.
- Jamie and Tom suggested that if we seek sponsors, we should use the funds for specific high visibility projects or for our conferences.

Discussion initiated by Marin – ANPR historical documents

- There has been some discussion about a hard copy ANPR 'bible' or compendium and where it has disappeared to.
- Ed Rizzoto believes that the original was destroyed or lost to the elements over time. Bruce McKeeman suggested asking Bill Wade or Teresa Ford.

- Ed mentioned that Teresa may have passed info on the Ann Dee Allen.
- Tom said that he would touch base with Teresa and see if she had anything still.
- It was also suggested that a request for any ANPR history documents be posted in Ranger magazine and on the website.

Discussion initiated by Cadence – Membership outreach and social media:

- While much of the membership receives email and utilizes the website, most also want to keep receiving hard copies of Ranger magazine.
- The newsletter comes out monthly but Cadence doesn't get a lot of input from others.
- Bruce suggested that our meeting notes and financial reports could be summarized in the newsletters (Chris also suggested getting these on our website as well).
- Instagram – we have 170 followers.
- We also have a LinkedIn account but is it being used?
- We did have a Twitter account but no one knows the log-in info and it takes quite a bit of consistent work.
- Jamie mentioned that WRC has a YouTube channel – it has been suggested that ANPR should get one too. Again, it is a commitment of time that must be consistent and regular.
- We could provide professional development training videos through YouTube.

Discussion regarding future RR sites:

- Options include WA, TN, FL, Williamsburg, Cape Cod/Plymouth, Nashville.
- Need to come up with a short list to put out to the membership ASAP.
- Should have sites selected for at least the next three years.

Discussion regarding promotion of ANPR:

- Will said that we need to promote ANPR as a valuable part of the NPS – he said that most people don't know we exist.
- Jamie asked if we are 'allowed' to encourage participation while at work?
- Bruce believes that we've never been allowed to do so on official time but that posting info in employee-only areas has always been done.
- Marin suggested that many of us already talk up ANPR in our jobs – some of the evidence is in the annual Supernaugh scholars.

Discussion with Student Engagement Network members (Kristine Brunsman, Chair)

- Discussion of how the SEN fits in with ANPR, ERGs, and others.
- Anna from SEN and Cadence from ANPR have shared newsletter articles.
- Upper management has not truly supported ERGs – not given time, resources, etc. to do proactive work.
- SEN is very much interested in the recruitment and retention of the NPS's future leaders.
- SEN does talk up ANPR as much as possible.
- SEN seeks to provide plain language hiring info – internships, SCAs, volunteers, seasonal positions – targeted in particular to high school students.
- SEN does have a Facebook page and that's how most people find this group.
- Kristine mentioned that there is a listing of Pathways employees but it isn't easy to find – she can share access to the Sharepoint site.

- All agreed that we really need to build an effective mentoring program.
- Jan would like to have more conversations with SEN to see how we can support each other.