

Association of National Park Rangers Board of Directors Meeting AGENDA

February 25, 2020

8:30 pm ET/7:30 pm CT/6:30 pm MT/5:30 pm PT

Conference Call

- Phone number: 605-313-4812
- Password: 873615#

----- AGENDA TOPICS -----

Attendance (Secretary)

- Members Present: Paul, Lauren K., Lauren D., Jeanette, Jonathan, Rebecca, Bill, Elsa, Reghan, Tim, Jan
- Members Absent: Meg, Chris, Kayla

Approval of Minutes from the previous BoD meeting(s) (President):

- Jan. 28 BOD Meeting Minutes
 - Rebecca Motion, Elsa Second – Pass unanimously
 - Post on website

Treasurer's Report:

- With reference to the financial documents distributed earlier (and attached hereto), here is a summary/analysis:
 - Overall, we are under budget for both income and expenses, which nearly cancel each other out, meaning that for the year to date, our overall actuals are very close to what was budgeted.
 - For income, the primary shortfall is with memberships - we are under what was projected for both active (annual) memberships and for life members (the investment contribution category).
 - For expenses, savings accrued with Ranger expenses and website costs.
 - Rendezvous actual income and expenses were significantly different from what was budgeted, largely due to inadequate information on which to make the budget projections from previous years.
 - Vanguard investment account as of 2/15/20 was \$154,578.30. As of 12/31/19 the balance was \$150,132.19.
 - Relative to memberships, I included a short analysis put together by Chris, of the membership for the last several years (overall declined, though a slight improvement last year - and note this trend doesn't include life memberships which have remained pretty constant during that period); and another interesting statistic

relative to the number of members who join, but do not renew after the first year. Perhaps some clues for changes in marketing to our members.

- Stats on gift membership renewals not great, nor returning new members
- Very few responses to email attempts to find out why members have chosen not to return
- Send recruitment/retention ideas to Reghan for now to consider for discussion at later time
- **All BOD members are reminded to submit budget information (estimated revenue and expenses) for FY2021 to me by March 15 so that I can put the budget together for BOD review/approval at the March 24th meeting.**

Old Business (President):

- New Logo – no disagreements for need to look into, but lower priority to Strategic Plan items and wait for Logo talk next year or RR43
 - Make sure to introduce topic at RR43 membership meeting
- Fundraising – so far 5 people but hoping for more and first meeting in next two weeks
- Recruitment process for Ranger Editor-Publisher completed in the Harrison Assessment system. Campaign will open approximately March 1 and run until we get a reasonable number of applicants to consider. We will then appoint a “selection team” to review the applicants and select in time to overlap with the preparation of the fall issue of Ranger.

New Business (President):

- Super Raffle Decision
 - History: successful in past to see 6k to 10k profit?
 - Biggest obstacle is workload in soliciting prizes – trips, outdoor equipment, etc.
 - New process online we can allocate # of “tickets” and save on paper tickets/mailings
 - Every member involved but can opt out if want
 - Motion Rebecca, Elsa Second – Discussion- Jeanette doesn’t want to be burdened with it alone- passes to run Super Raffle unanimously
- Paul asked Current *Ranger* issue be taken off website – can’t ask membership to pay when membership benefit given away for free
 - Discussion supports decision, digital option for members will not be affected
 - Timeline for posting should be after a YEAR
 - Paul and Lauren K to draft policy for vote
- ANPR Stickers Decision
 - Discussion: Order both sizes, but more of the 2”x3” since most popular and smaller order of 3”x5” for special event. Order in large quantity to last multiple years.
 - Elsa can place order from best vendor
- REMINDER: Now that the pro-deal option is finalized, we should strive to share/post the ANPR membership poster that Reghan created a while back. Seasonals are soon to be onboarding, this poster might be something to share with those leading orientation trainings, to then share with employees
 - Reghan will resend poster to BOD

- Send to every member to share with their park – include in newsletter?
- Newsletter going out soon, schedule end of month going forward?

Reports:

- President:
 - Continued to gather information on the GS-0025 to GS-1801 transition. Note the letter to Acting Director Vela from the Coalition to Protect America's National Parks.
 - Sent a condolence message to Yellowstone Superintendent Cam Sholly and the Yellowstone staff regarding the recent employee suicide.
 - Contacted John Leonard regarding the list of 25 years of Harry Yount Award winners so that they can be invited to RR 43. He is working on getting it for us.
 - Contacted Will Shafroth at National Park Foundation about NPF support for the Harry Yount Award. He will get back in touch next week.
 - Jennifer Flynn, current Superintendent at Shenandoah has been hired as the new Associate Director for Visitor and Resource Protection. She will EOD in mid-April.
 - Want to see ANPR produce Fact Sheet for Pros/Cons for 0025 and 1801
- Secretary:
 - Make sure everyone is using their anpr email to access drive to edit agenda (contact Chris if having issues?) - best to link your anpr with personal if gmail
- Treasurer:
 - With reference to annual work plan: All on target except that the RR budget (due February 25) will be delayed a week or so.
- Past President:
- Business Manager:
 - Deployed G Suite to all ANPR Board Members so going forward email issues should be totally resolved. G Suite was free using Google for Nonprofits.
 - Ported over previously used Google Drive files into a new Shared Drive that is collectively owned by ANPR.
- RR43 Manager:
 - RR43 Management Team (Wade, Richards, Shafer, Lemons and Goodman) is making good progress on planning the October event. Barbara Goodman has joined us now as the local liaison and has already made several good suggestions. We will distribute the tentative program agenda to the BOD soon. Letters of invite to keynote speakers and other key presenters will be sent out in next couple weeks.
 - **We still need significant assistance from one or more people to work on both program and exhibits. There are opportunities for others to help in a number of ways. Please let me know if you have any suggestions.**
 - Looking ahead:

- For RR44: I have distributed the RFP to the Tucson Convention/Visitors Bureau and they, in turn, have distributed it to potential conference properties in the area. I expect proposals to begin coming in over the next month or so.
 - The membership (at RR42) asked us to identify RR geographic locations three years out. For RR45, we have received preliminary information and support to have the event in Bar Harbor/Acadia NP. Some BOD members favor looking in the “upper midwest” for potential venues. Anyone who wants to “scout” for locations can let me know and I can provide the RFP for reference in determining whether a specific location might have facilities sufficient to support the RR.. We should make a decision on geographic location for RR45 by this year’s RR in October so it can be announced.
 - Still short of people so please help/send names
- Education and Training:
- Fundraising:
 - Completed a series of grant writing courses in January at my public library
 - Put the grant writing classes to use and submitted a proposal for a \$5,000 grant from the NPF to fund oral histories at our upcoming rendezvous. This is a Women in Parks grant, so if funded, we’ll focus on collecting interviews of women rangers. We should be notified in early March on whether we’ll get the funding. Good teamwork with Paul, Bill, Jon, and Lu Ann Jones on this!
 - Spoke with Bruce McKeeman about renewing ANPR with 1% for the Planet. ANPR was signed up in 2015 for the 2016 WRC, but it never really took off. At this point, we need to regain access and update our profile for companies to even locate us.
 - Spoke with Reghan about the potential of sending 2 ANPR members to the June 23-25 Outdoor Retailer show in Denver to get ANPR’s name out there.
 - Upcoming priorities: research the Combined Federal Campaign and the possibility of ANPR receiving funds from it; send an invite to have 1st meeting of the fundraising committee; update ANPR’s profile in 1% for Planet, Grantspace.org, and the Foundation Center; go to Dayton to chat fundraising with Kendell and Emily Thompson
 - Anyone have any other names of potential fundraising committee members?
 - Jonathan sent Jeanette nudge to resume writing letters to outdoor based companies for RR43, starting process
 - Spring Fundraiser drive – mention in Spring Ranger and will discuss with committee, talk with Jan as well
- Internal Communications:
 - Sent to all BOD members a proposal for companies to order ANPR stickers from.
 - Working with Paul to formalize a process to partner with HR to provide timely and accurate answers to common HR questions seen on social media.
 - Working with Reghan, Jonathan, and contractor to finalize infographic.
 - Reminder to BOD/members to advertise your workshops even if only local

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- Membership Services:
 - Checking with Outdoor ProLink to make sure those who are not ANPR members are not accessing the pro deals. We have only had one person sign up who shouldn't have - this was an annual member who did not renew.
 - Worked with Elsa and OPL to ship swag to the winner of the social media giveaway
 - First draft of welcome letter to new members complete
 - Working with Jonathan, Elsa, and contractor to finalize infographic
 - Met with Jeanette to talk about Outdoor Retailer - currently working on a proposal to be submitted for approval at March board meeting
- Professional Issues:
- Seasonal Perspectives:
 - Led 2 USAJobs application/resume workshops and attended a seasonal job career fair at the U of Minnesota
 - Contacted Jamie regarding ideas for RR43 and Supernaugh participation
 - Drafted a internship position description with Jonathan for NPCA collaboration
- Government Affairs:
 - Spoke with Bill Pierce with the National Active and Retired Federal Employees Association (NARFE) in Arizona (and former Superintendent of Lake Clark NP) to discuss the status of the H.R. 2478 Federal Retirement Fairness Act. While this bill has bipartisan support, it remains in committee. NARFE supports this legislation and we are tracking its progress.
 - Submitted ideas to Professional Issues for Housing Survey.
- Strategic Planning:
 - Worked with graphic designer to reach 95% point on infographic for strategic plan.
 - Worked with Elsa Hansen to advertise PIO position on Facebook.
 - Please encourage interested friends to apply:
https://www.anpr.org/ANPR_PIO.php
 - Coordinated with Jeanette on NPF application
 - RR 43 PIO work
 - Solicited bids for RR 43 logo design
 - Explored Facebook advertising for possible future ads
 - Coordinated with former Supernaugh Leah Farr on comms for RR 43
 - Submitted budget request for logo and advertising
 - Conversation with Ken Bigley, committed to supporting travel/providing social media training to RR43 – send description to Bill, talk to Jan
- IRF Liaison:

- Have reached out to Andy Wright, the North American Representative for the International Ranger Federation. We will be updating the ANPR contacts and address information. (They still have Teresa Ford's address on their website.)
- Have reached out to ANPR members who are interested in international programs to form an International Committee. Rick Smith has volunteered so far. More later.

Adjourn: 9:35PM ET

Next meeting: March 24, 2020 (after Daylight Savings)