

AREA Board of Directors Meeting
May 16, 2011
2:00 pm EST

Board Members Present: Tom Lang, Karina Walsh, Kevin Cunningham, Lorianne Riffin, Brenda Beckley, Justin Wiggin

AREA Member Present: Doug Thornburg

Absent Board Members: Steve Marshall, Lea Gray, Doug Darr, Nadine Meyer,

The meeting was called to at 2:08 PM EST.

2012 Conference:

- Doug Thornburg asked for assistance from the AREA Board and members of the National Conference Committee with two issues.
 1. He listed, below, 5 different choices/weeks to hold the 2012 AREA Conference. The Arizona Game and Fish Department can work with any of the 5 choices listed. Doug would like feedback from the Board and Committee members on what they think is the most appropriate week to hold the conference.
 2. Doug would also like the Board and Committee members assistance in estimating the number of rooms to reserve as a block for each day (5 days) of the conference.
- Doug has staff willing to contact by phone and/or email all AREA members and potential conference attendees to ask them if they are going to attend the 2012 AREA Conference in Arizona (Metropolitan Phoenix). Does anyone think this will give him a better estimate of the number of people planning to attend?
 - Board thought it was worth following up with the membership. Karina will e-mail Doug an up-to-date membership list.

1.

DAY	1	2	3	4	5	6
DATE	Sunday Oct. 14 th	Monday Oct. 15 th	Tuesday Oct. 16 th	Wednesday Oct. 17 th	Thursday Oct. 18 th	Friday Oct. 19 th
ROOMS	25	60	60	60	25	Travel Day

2.

DAY	1	2	3	4	5	6
DATE	Sunday Oct. 21 st	Monday Oct. 22 nd	Tuesday Oct. 23 rd	Wednesday Oct. 24 th	Thursday Oct. 25 th	Friday Oct. 26 th
ROOMS	25	60	60	60	25	Travel Day

3.

DAY	1	2	3	4	5	6
DATE	Sunday Oct. 28 th	Monday Oct. 29 th	Tuesday Oct. 30 th	Wednesday Oct. 31 st	Thursday Nov. 1 st	Friday Nov. 2 nd
ROOMS	25	60	60	60	25	Travel Day

4.

DAY	1	2	3	4	5	6
DATE	Sunday Nov. 4 th	Monday Nov. 5 th	Tuesday Nov. 6 th	Wednesday Nov. 7 th	Thursday Nov. 8 th	Friday Nov. 9 th
ROOMS	25	60	60	60	25	Travel Day

5.

DAY	1	2	3	4	5	6
DATE	Sunday Nov. 11 th	Monday Nov. 12 th	Tuesday Nov. 13 th	Wednesday Nov. 14 th	Thursday Nov. 15 th	Friday Nov. 16 th
ROOMS	25	60	60	60	25	Travel Day

- Other Conferences that meet in 2012 and may conflict with the AREA Conference:
 - American Fisheries Society:
2012 AFS Conference, August 19-23, St. Paul MN
 - North American Association of Environmental Educators:
The 2012 Conference is for Southwest states and Pacific Islands only and will be held at the Oakland Convention Center, Oakland, CA, from Oct. 10-13, 2012. (States included are; California, Nevada, Arizona, New Mexico, Utah, Colorado, Hawaii, and the Pacific Islands)
 - National Marine Educators Association:
The 2011 conference is in July but could not find any dates for 2012.
 - National Association of Interpreters – NAI National Workshop
November 13-17, 2012, Hampton, Virginia
 - Association for Conservation Information;
2012 NHCA Conference - February 23-25, 2012, New Orleans, LA
 - Project WILD: (Unable to find dates)
 - Project Learning Tree; (Unable to find dates)
 - Project WET; (Unable to find dates)
- Arizona weather in October is generally beautiful. Average weather for Phoenix in October and November are listed below.
 - October Weather
Average high temperature: 88
Average low temperature: 61
Warmest ever: 107
Coldest ever: 34
Average precipitation: .6
Sunshine: 88%
Sunrise: 7:33 am

Sunset: 6:55 pm

o November Weather

Average high temperature: 75

Average low temperature: 48

Warmest ever: 96

Coldest ever: 27

Average precipitation: .6

Sunshine: 83%

Sunrise: 6:59 am

Sunset: 5:26 pm

- Travel days for the AREA Conference will be Sunday and Friday, which are generally lower-demand travel days. Sunday will also be the first day of the conference that includes registration, exhibitor set-up, AREA Board Meeting and new member dinner.
- The following agenda is a tentative format of the 2012 AREA Conference activities.

Sunday – (Date to Be Determined)

3:00-7:00pm Registration

5:00-7:00pm Exhibitor Set up

6:00-7:00pm AREA Board Meeting

7:00-9:00pm New Member Dinner (Restaurant To Be Determined)

9:00-11:00pm Open Social/Hospitality Suite

Monday – (Date to Be Determined)

7:30-9:00am Continental Breakfast, Silent Auction Set-Up

8:00-10:00am Registration

9:00-Noon Plenary Session: (Plenary Speaker To Be Determined)

Noon-1:30pm Lunch

1:30-3:00pm Breakout Sessions

3:00-4:30pm AREA Membership Meeting

4:30-7:00pm Social Activities (To Be Determined)

7:00-9:00pm Dinner

9:00-11:00pm Open Social/Hospitality Suite

Tuesday – (Date to Be Determined)

7:30-9:00am Continental Breakfast

8:00-10:00am Registration

9:00-Noon Breakout Sessions

Noon-1:30pm Lunch

1:30-2:30pm USFWS Federal Aid/AREA Break-Out Meetings

2:30-5:00pm Breakout Sessions

5:00-8:00pm Dinner on Your Own

8:00-11:00pm Open Social/Hospitality Suite

8:30-11:00pm Catfishing at one of Arizona's Designated Urban Lakes

Wednesday – (Date to Be Determined)

7:30-9:00am Continental Breakfast

8:00-10:00am Registration

9:00-Noon Breakout Sessions
Noon-1:30pm Lunch
1:00-1:30pm Silent Auction Closes
1:30-5:00pm Breakout Sessions
5:30-8:30pm Banquet & Awards (Location To Be Determined)
8:30-? Open Social/Hospitality Suite

Thursday – (Date to Be Determined)
Field Trip Day – (Field Trips are ¾ to all day activities) (Details to Be Determined)

Friday Travel Day – (Date to Be Determined)

- Kevin offered the assistance of the SW region for anything that Doug may need.
 - Doug would appreciate help with finding sponsors. He plans to touch base with TX and NE to get tips.
- Doug also will need help with he request for and review of papers – Tony Feidler has done this in the past. If Tony is no longer able to do this Doug will request help.
- Arizona will host the conference website.
- Final draft of the RFP will be reviewed by the conference committee and then submitted to the Board for final approval.
- Doug asked about the strictness of the guidelines for the RFP – does he need to meet all criteria exactly?
 - Tom felt that as long as everything was addressed and needs were met than the guidelines could be looked at with more flexibility.

AFS 2011 - Symposium and Continuing Ed

- Rich Abrams, Steve Marshall and Tom will be offering a 4 hour fishing related continuing ed opportunity at the September AFS meeting; Sportfishing 101.
 - Individuals attending will receive credit for it.
- AREA was combined with various other groups/talks for the AFS symposium.
- Tom will kick of the meeting as a keynote speaker for AREA.

AFWA Participation

- Doug Darr serves on the Outreach, Education and Diversity Committee
- Tom Lang is on the Angling and Boating committee
 - The committee asked Tom to be on the review panel for the 12 related LOI submitted.
 - Tom declined due to AREA's submission.
- A LOI has been submitted for our research proposal with responsive Management on recruiting and retaining anglers.
- A total of 35 LOI were submitted to AFWA, competing for \$2.5 million.

AFWA Industry/Agency meeting- Tom

- This meeting in response to companies in the industry no longer being owned and operated by the individuals that started them; resulting in a fight against the taxes that

fund the Sportfish and Wildlife Restoration fund. The goal is to develop relationships with the industry to let them know the important role that they play.

- Tom will do a presentation highlighting different programs in the country.

Website

- Steve and Mark Johnson will follow up with Marc Sommer about maintenance.

Membership Report:

- Currently there are 111 members; there were 125 at this time last year.
- 46 past members have not renewed their membership.
 - Karina will send out the list of current members and those that have not renewed to the Board.
- Karina stressed that we need to let the membership know that EVERYONE needs to fill out an application for each new membership term – regardless of whether they are new or renewing.

Treasurers Report:

- Lea has had AREA's taxes filed so we should maintain our non-profit status.

Regional Alignments and Representation:

- The Board revisited the issue of regional alignments and the continual problem of lack in participation and representation of certain regions.
- Again the question came up as to the importance for AREA to maintain the same regional alignments.
 - Randy Honebrink had previously voiced concern over the combining of regions, and specifically his, due to the uniqueness of the Pacific states.
 - The point was made that AREA Regional Representatives do not represent the management issues related to specific regions.
 - We currently do not have Regional reps for the Pacific, Mid-Atlantic and Midwest regions.
- What will the Board do to fill the vacant positions?
 - There is little representation in the Pacific and Randy has already served the number of allowable terms.
 - Karina went back to the minutes from the November 2011 meeting to remind the board of the discussion and decision already made. See below:
Excerpt taken from November 2011 minutes:
Questions over whether or not Randy could serve as the Regional Rep for the Pacific due to the guidelines created in the AREA Election Handbook. (The Handbook states "No person may serve more than two consecutive terms in the same elected position. Partial terms in office of 12 months or longer shall be considered a complete term.")
- Karina made a motion to put Randy Honebrink in as the Pacific Regional Rep
 - Brenda seconded the motion.

- It was put to a vote – passed unanimously.
- Tom will also contact Randy Honebrink to see if he will act as the Pacific rep for another term.
- Nadine Meyer, current Midwest and North Central rep and Chair of the Communications Committee, will be on maternity leave for the remainder of the year. However, she would like to come back to the Board when she returns.
 - Tom suggested the Board find an interim Regional Representative as well as Communication Chairperson during Nadine’s absence.
 - Tom will contact Larry Pape of Nebraska to see if he is willing to fill the Regional Rep position.
 - Brenda will take over responsibilities of the Communication Committee, Lorianne will assist.

Awards Committee Update:

- Lorianne reviewed the current awards with the committee and determined that the 6 award categories will be consolidated to 4.
 - Outstanding Aquatic Education Program
 - Outstanding Aquatic Educator
 - Exceptional Support of AREA Programs by a Member
 - Exceptional Support of AREA Programs by a Non-Member
- The committee will meet again in the next month to determine scoring criteria.
- Lorianne will present the awards and guidelines, etc. to the Board once the committee feels they are ready.
- Question - When should they send out for nominations?
 - 6 to 12 months before the conference.
- There have been some updates to the scholarship awards. Ti would like to continue working on this however is currently very busy.
- There is \$830 in the scholarship budget.

Communication Committee Update:

- No progress has been made.
- Nadine did have a chance to look at a website development tool and thought it looked good.

Education Committee Update:

- Kevin touched base with Shahab about the AFWA LOI and got caught up on last year’s proposal.
- An edited LOI has been submitted to AFWA.
- Responsive Management again agreed to and will be contracted with to do the survey.
- At this point we are in a holding pattern, waiting for AFWA to review and make a decision about the LOI. Kevin expects to hear results by June 24.

Multi-State Grant LOI:

See above

Other Business:

- Marc Johnson (through Tom) suggested making a concerted effort to recruit new AREA members in adjacent states.
- Suggestion of a membership drive that would reach out to those states that currently do not have representation.
- In addition Tom thought it would be in our best interest to research what states do not have aquatic education programs and what programs might be at risk.

The meeting was adjourned at 3:18 PM EST.

NEXT MEETING: Will be in August; Tom will send out a Doodle Poll.