

AREA Board of Directors Meeting
AREA National Conference in Omaha, NE
October 5, 2010

Board Members Present: Steve Marshall, Tom Lang, Karina Walsh, Lea Gray, Kevin Cunningham, Nadine Meyer, Doug Darr, Lorianne Riggin, Brenda Beckley

Absent Board Members: Justin Wiggin

AREA Member Present: Doug Thornburg

The meeting was called to order by Tom at 5:43 PM CDT.

AREA Membership:

- All conference attendees will be given a complimentary AREA membership for the next two year term, excluding student scholarship recipients.
- Karina requested a copy of the conference attendee list from Karmen in order to update the membership records. Lea would also like a copy of this list.

Regional Representatives:

- There were two regions not represented – Pacific and Mid Atlantic. Steve will contact AREA members in these regions to see if someone will volunteer as a representative.
 - Nadine pointed out that two years ago the Midwest and North Central regions combined. She suggested also polling the Midwest AREA members for a volunteer.
- Karina made move to have Steve poll the Midwest AREA members for a regional rep.
 - Doug seconded the motion.
 - Discussion:
 - Tom felt that the decision to stay combined was decided at the break out meeting – however, it was pointed out that only five person from the Midwest region was actually in attendance.
 - The board felt it couldn't hurt to ask. If no one stepped forward Nadine would remain the rep for this region.
 - The board voted and the move was passed.
- After the discussion was completed Doug volunteered to contact people from the three regions to get a volunteer.

Region Updates:

Regional representatives presented their regions list of thoughts, ideas, and priorities for the next two years.

- Southwest – Kevin Cunningham
 - Website update
 - AREA history – create a Wiki where members could add what they know

- Doug Thornburg suggested having member profiles on the website, complete with pictures, duties, responsibilities, web and Facebook links. In addition he would like to see a clearly labeled and up-to-date membership contact list.
 - Karina commented – now that we have a paid webmaster updates will likely be timelier and the website will be maintained regularly.
 - E-newsletter – need more details before a yes or no decision can be made due to concerns with the time and money needed to facilitate this.
 - Possibly two times per year, a detailed front page the remaining simple black and white.
 - Topics – white papers, teaching tips, features of state program, innovative ideas, equipment resources.
 - Not sure if it should be internal/members only.
 - Ti Piper volunteered to help.
 - Create a storage and catalog of listserv discussions.
 - Provide notification of other conferences.
 - The region felt it best to continue taking smaller steps each term and meeting success rather than biting off a large project that does not get finished.
 - Direct members about how they can represent AREA at other meetings.
- Far West – Brenda Beckley
 - Investigate Nevada’s current situation; make contact with Ivy Santee, an AREA member from the state, both in an attempt to get NV more involved.
 - It was noted that Washington state has decentralized and are contracting out for their aquatic educators.
 - Update website
 - Indifferent about joining with the Pacific region – supported polling the members from the region for a representative.
 - Oregon and Idaho are going to look in to creating a multi-state volunteer match database for collecting in-kind match..
 - Supports continued AFWA affiliation.
 - Supports documentation of AREA history.
 - Archive history of listserv discussions.
 - Agency recruitment for membership improvement of the website would be an added bonus.
 - Mid West/North Central – Nadine Meyer
 - Supports a strong connection with AFWA – very important in relation to the conservation strategies.
 - Newsletter – the feeling was folks didn’t want to read another newsletter. A suggested alternative was a current events e-mail that had no particular schedule (distributed on an “as needed” basis). There could be links to additional info if people were inclined to learn more about a particular bullet.

- Use the website to promote events.
 - Notify members of changes/updates made to the website – link to listserve so an automatic message is sent.
 - Look to RBFF for possible grant money for printing costs.
 - Have AREA be more active (as an advisor/sponsor) on the RBFF “Explore the Blue” page, helping RBFF maintain a quality product.
 - Thoughts on how to spend AREA \$ - AREA branded products, for example professional development workshops sponsored/put on by AREA.
 - Revive regional meetings in off years.
 - Have an area on the website to post job positions and internships.
 - Create “How To” resource for job applicants – tips when applying for state jobs.
- Southeast – Lorianne Riggins
 - Maintain listserv
 - AREA provide continuing ed training and credit
 - Newsletter is a good idea – distribute two times per year.
 - All members need to be willing to participate
 - Examples: activities section/lesson plans, sharing new programs, relevant issues, stances on hot topics, idea polls on hot topics i.e. effectiveness of rodeos/derbies, program measurements and assessments, program highlights, volunteer 2 cents, conservation ethic tip
 - Cost share publications such as a complete guide to angling
 - Develop a relationship with AFS.
 - Catalog resources on listserve by topic and create an Aquatic Educator’s Toolbox (don’t know whether you’d make this a member’s only section or not—southeast group was torn).
- Northeast – Karina Reported for Justin Wiggins who was not in attendance.
 - Maintain biannual conference, listserve and website
 - Consider continuing education.
 - Encourage regional conferences in the off years.
 - Create a place on the website for electronic sharing of program resources.
 - Create a way to submit award nominations electronically on the website.
 - Keep the website up-to-date.
 - The region did not feel they could comment on the need for AREA to have position statements – more information as to what this would entail and the responsibilities it would place on AREA members was requested before a decision could be made.
 - Actively recruit other agency divisions to get involved and understand the need for communication between divisions and coordination of a single unified message.
 - Could not make decision about the need for a member’s only section on the website – more information on what this would entail is requested.

- All felt that a newsletter was a great idea however there was concern over who would do it. Some felt that there may be alternative ways, less labor intensive, that would fulfill the same niche.
- Felt strongly about speaking to the Chiefs of states that do not have Aquatic ed programs.

Other Business:

- Tom proposed that we develop partnerships with AFS and specifically the AFS Education Section and work with them to develop a workshop at the AFS Annual meeting.
 - Nadine thought it would be useful to develop a workshop for fisheries biologists on how to communicate with adults.
- Tom posed the question to the Board about creating a History committee.
 - Karina made a move to create a history committee.
 - Doug seconded the motion.
 - Discussion
 - Karina will chair the committee.
 - The Board voted and the motion was passed unanimously.
- 2012 Conference
 - There have been no host bids submitted for the next conference.
 - Possible hosts are Oregon, New Hampshire and Arizona.
 - There was a question about money donations within the departments – what state agency can afford to put out money for a conference in these economic times?.
 - Karina questioned the qualifications needed to be a host state. NH might be able to host the conference but it would be difficult to meet all the stipulations.
 - Tom said there is some wiggle room and that anyone interested should submit a proposal and the committee will make the final decision.
- Kevin brought up the discussion/need for a Newsletter Committee.
 - Doug felt a committee was necessary in order to investigate if AREA could support a newsletter.
 - Doug made a move to create a Newsletter Committee.
 - Lorianne seconded the motion.
 - Discussion
 - Some questioned if there should be a communications committee that addresses both the website and newsletter issues.
 - Nadine made a move to amend the motion on the floor to form a communication committee that would be responsible for the website and newsletter.
 - Kevin seconded the amendment.
 - Discussion
 - Kevin felt that trying to create two committees might be stretching people thin. There might be more involvement if the projects were combined.

- The Board voted – 7 for and 2 against. The move to amend the original motion passed. (The Board members against the move felt that a combination of the two projects might prohibit member participation due to a personal comfort level in one or the other subject.)
 - The current motion on the floor is whether or not to create a communications committee that would be responsible for website and investigating the possible production of a newsletter.
 - The board voted and the motion was passed unanimously.
- Nadine will chair the Communication committee.
- Lorrienne will take over as chair on the Awards committee.
- Kevin will take over as chair on the Education committee.
- Karina will notify all the chairs as to the AREA members working on each committee.
- Schedule of next Board meeting.
 - The meeting will be held the first or second week on November. Nadine will create a Doodle poll to finalize the date. Meeting time is 2:00 PM **EST**.
- Doug made a move to adjourn the meeting.
 - Steve seconded the motion.
 - The board voted unanimously to adjourn.

The meeting was adjourned at approximately 7:15 PM CDT.