

Western Cuyahoga Audubon Society
Board Meeting, Monday, August 17, 2015 6 p.m.
at Panera I-480 and Tiedeman

Present: Liz Clingman, Nancy Howell, Kurt Miske, Penny O'Connor, Mary Anne Romito, Tom Romito, and Betsey Merkel (guest)

1 Website update:

Mary Anne Romito and Betsey Merkel showed WCAS One Stop Platform: Library, Operations, Collaboration, Publishing, Marketing and ECommerce.

Platforms to conduct business online. Hosted services over the Internet. (listed above) Kurt's question: Does ECommerce increase the price?? Betsey says yes, with Weebly a business license. Items to be sold such as Whitepapers, pictures, eBooks. Kurt: How does this apply to WCAS Video interview, pdf, etc. - Betsey, Need to be where people are or else isolation and death of the organization. Do we want our interests to go on? Web users depend more and more on searching a topic, rather than going to specific sites, hence keywords matter.

We want to build a core set of services. So far we want to: Upgrade technology, Organize content, Refresh Brand, Create Libraries, Publish WCAS stories, Increase friends.

Technology: Build Awareness and measure efforts, even free sites have sophisticated statistical tools.

- Google apps, tools for nonprofits
- Can record yourself online
- Tool can tell you hotspots on pages.

Organize: Localize and organize content. Kurt's question: -- After everything is constructed, who is going to do all this stuff, can be time-consuming. Betsey's answer: Need to create a core list of things we want to do, since WCAS is volunteer-driven

Brand Identity: Communicate Values and Purpose. Betsey presented latest revisions to the logo, by Alex Logsdon. Earlier comments incorporated.

Brand Images, Digitize the search world of WCAS, develop a portfolio of images by one person, consistency, and also our own images. Brand images will communicate on an ongoing basis.

Libraries: Share what you know. Can use Flickr. Add videos. Think of Ted-Talks, Khan Academy, IBA concept.

WCAS stories and social media. Kurt mentioned the appeal of seeing a bird on someone's hand. We want to communicate who we are, what we are about. Who are you? What is so interesting?

Make Friends, a 360 view.

2. Finances: Nancy made a summary, attached below.

3. National Audubon Annual report access: all board members will have access, Mary Anne will send a link to all.

July 19, 2015 Lapstrake Marketing – Aug-Oct newsletter (check # 241)	(-) \$ 1561.81
June 1, 2015 – Service charge	(-) \$ 2.00
July 1, 2015 – Service charge	(-) \$ 2.00

New balance \$ 21,938.43