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.


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.
4. Memberships: Nancy reports they are coming in slowly.

5. Volunteer events: Conservation Symposium Sept 11 at CMNH, and Backyard Biodiversity Bash Sept 18. Sept 11, 8:30-end of day. Will send another e-blast, and offer these opportunities at upcoming field trip and program.

6. Mary Anne reordered WCAS bird checklists. 1,000 copies. Lapstrake printing will ship to Penny for use on field trips.

7. Other:
   a) WCAS, GCAS, KBC will meet 8/18/2015 to discuss future joint activities..
   b) Zoo Nest boxes? Liz has the name of the responsible person at the zoo.
   c) Tom Romito suggested WCAS apply for a grant to defray costs of new WCAS website. May eventually total $4,000 - $7,000.

8. Next meeting: Monday, September 21, 2015 6 p.m.

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WCAS Finances for August 17, 2015 Board meeting

* CLNP – IBA funds (from Feb. Board meeting) $ 2378.30
  No action in July 2015

* WCAS funds for Walton School Project

  No action in July 2015

  Funds remaining $ 256.48

* WCAS funds (from July financial report) $22,556.87

Deposits (+) WCAS funds

Aug. 10, 2015 Deposit
  Rockpile fundraiser $ 23.07
  Memberships $ 480.00
  Donations $ 165.00

Aug. 10, 2015 Deposit
  Uncashed check (#222) from Jan. 2015 $279.30

$ 23,504.24

Deductions (-) WCAS funds
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>July 19, 2015 Lapstrake Marketing – Aug-Oct newsletter (check # 241)</td>
<td>(-) $1,561.81</td>
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<tr>
<td>June 1, 2015 – Service charge</td>
<td>(-) $2.00</td>
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<tr>
<td>July 1, 2015 – Service charge</td>
<td>(-) $2.00</td>
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<tr>
<td><strong>New balance</strong></td>
<td><strong>$21,938.43</strong></td>
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