

Western Cuyahoga Audubon Society Board Meeting
Monday, March 18, 2013
at Sandwich Delites, Berea, Ohio

Present: Kit Birch, Liz Clingman, Nora Ebie, Nancy Howell, Kurt Miske, Penny O'Connor, Tom Romito, Stan Searles, Barry Wolfe (moderator for this meeting)

1. Barry asked for any additions and changes to the minutes of the February 18, 2013 Board meeting. There being none, the minutes were approved.

2. Reports from Strategic Champions

- Barry Wolfe: Membership -- Barry reported that e-mail addresses collected on meeting sign-up sheet had bounced. Nora offered to help to find correct addresses. Penny offered to send a roster. Nancy provided Barry with sign-up sheets from the March membership program.
- Kurt Miske: Still working on the mission of identifying leadership on the board and in the membership
- Stan Searles: In connection with education, he is developing some presentations. He requested photos of WCAS activities. Nora asked for photos also, to be used in social media. Board discussed limits on publishing photos of children. Penny suggested a topic for a presentation: How to help birds.

3. Finances: Treasurer Nancy Howell reported that WCAS insurance was just paid. The treasury has \$26,393.67. Barry asked what kind of insurance WCAS carries. Answer: General liability. Mark Hofelich, WCAS insurance agent will be able to provide more detail.

4. Nominations and election: WCAS has received two nomination forms. Board agreed to send out the nomination form again and to put it into the upcoming newsletter. Not everyone has received. Need to invite nominees for boards, participation on committees. Nora read officer duties from WCAS bylaws. She noted that National Audubon Society has resources under Chapter Services. Kurt also reviewed chapter bylaws for officer duties. Tom noted that officer descriptions offered by National Audubon Society should be "chapterized" to reflect local practice and priorities. Board discussed the need to have elections in May. Stan suggested revision of chapter bylaws to reflect the successful way in which WCAS operates.

5. Newsletter: Next newsletter covers May-July. Kurt will need the articles by April 1. Topics will include: Elections/Officer descriptions, Science Fair, Field Trips, Buzzard Day, Earthfest, Ultrawalk/Ultrabird, Audubon Spring Walks

6. Volunteer Opportunities/ Updates

- EarthFest 2013 at Berea Fairgrounds: Nancy reports that volunteers are still needed for the afternoon 12:30 - 5 p.m. Also need a green table cover and skirt. Kurt may have a source.
- Cleveland International Film Festival: Tom reported a volunteer for one showing. Stan volunteered to cover the other showing. Eight tickets total, remaining could be offered to members at the next WCAS meeting.
- Ultra Walk: Will be on Saturday, May 25. Ultrabird will be May 23, 24, 25. Need volunteers to staff a table at Park Ops for five-mile walkers. Vicki Searles has picked up water for walkers in past years. Stan will ask if she can do this again.

7. Leadership structure for WCAS: Tom states that he is willing to continue as president until WCAS has a viable structure, a better management model. He proposes an executive or steering committee of three people, a sustainable group to promote a vision.

Tom Romito made a motion that:

The Board install a 3-person Executive Committee to provide vision for the organization, which supplants the need for a president and vice-president.

Nora Ebie seconded. The motion carried with 6 yes, two abstentions and one no.

Barry moved that the terms of this executive committee be staggered, so that one person would serve for one year, another for two years, and the third for three years. Penny seconded. Some discussion but no vote taken.

Board will still conduct elections for Board members in May. Barry suggested that we aim to elect a specific number of board members. No vote taken.

8. Social Media (Facebook, LinkedIn, Twitter, others) Nora reported that there is excellent potential for WCAS to expand its visibility and effectiveness through Facebook, YouTube, LinkedIn, Twitter, Pinterest, etc. She has acquired a book on social media for nonprofits. Would like

to have WCAS website and social media offer "join now, " "donate now," as well as informational and educational offerings. Important in all cases to keep the message focused.

9. Web Site: Tom reports that Mary Anne Romito, WCAS webmaster, is working with consultant Jim Kilmer to set up a means for another person to help with updating the website. WCAS is hosted by GoDaddy. Nora would like to assist Mary Anne, and has ideas to redesign the site.

10. Ultrawalk/bird dates: UltraBird will be three consecutive days of field trips, Thursday May 23, Friday May 24 and Saturday May 25, 2013. The UltraWalk will be on Saturday May 25, 2013.

11. Free apps for non-profits to help communicate and collaborate together as a team: Nora would like to explore use of such tools as Google Drive (was formerly called Google Docs), Picasa, and others for the WCAS board

12. Report on NEOSEF and Buzzard Day

Penny reported on the 6 projects that WCAS chose for special awards at the Northeastern Ohio Regional Science and Engineering Fair. Science fair judges were Debra Jesionowski, Michelle Manzo and Penny. Stan will invite one of our winners, Rachel Yurchisin, to make a brief presentation at a WCAS meeting.

Nancy, Stan and Barry reported on Buzzard Day. About 80 people stopped at the WCAS table, located next to the CMNH Turkey Vulture. Nancy felt that the numbers were depressed due to Buzzard Day being held on St. Patrick's Day.

13. Science Olympiad – how we can recruit and prepare some volunteer who could be ready for next year: Nancy explained this annual competition for students in grades 3, 4 and 5. It is held at local universities on a Saturday in March or April. WCAS was invited to create ornithological questions and answers. This year the notice of the event came too late for WCAS to send a volunteer. Penny proposed recruiting some volunteers far in advance so that they might know be aware of Science Olympiad and work with Nancy to develop materials. Barry suggested we take this up at the next board meeting.

14. A followup from the last board meeting: In recognition of the hospitality and support that Rocky River Nature Center has afforded WCAS, Nancy asked Val Fetzer, interim manager at RRNC, if there is a way that WCAS might offer something that the staff would find useful. Val indicated that the nature center needs support to buy bird seed and

suet for the popular viewing area. The naturalists also need an iPad for use in educational programs. Nancy and Stan observed that Metroparks may be able to get a better deal on these items than the general public. Nancy will ask Val to let us know what would be the cost of the bird food and the iPad.

15. Bird Friendly Coffee: Kit indicated that she has ordered more coffee to be sold at the May membership meeting. She will not be at the April meeting. Stan has offered to provide photos that Kit can use for displays and talks on shade-grown coffee.

16. Next Meeting: Monday, April 22, 2013 at 6 p.m. at Sandwich Delites in Berea, Ohio.