

FNEP Alumni Association Board Meeting
Thursday, January 11, 2:30-4:30p
North Branch Nature Center

MINUTES

Present: Hannah Phillips (Chair), Sean Beckett (Secretary, Treasurer), Lydia Menendez (Alumni Rep.), Jeffrey Hughes (Faculty Rep.), Lauren Sopher (Student Rep.)

2:30: Review/approval of minutes from 11/2 minutes ([link here](#))

Minutes adopted by unanimous vote.

2:40: Review/approval/adoption of FNEP-AA bylaws

Hannah made changes to bylaws agreed upon at previous meeting. Motion to ratify bylaws (Lydia). Seconded (Lauren). Motion passed with unanimous vote.

2:50: Discussion of the NENHC involvement/FNEP symposium

General:

Board in agreement to maintain plan to pursue integration with NENHC, rather than planning a separate event. Though the event is expensive, it is very reasonable given how extensive the activities are. Board agrees to focus on making the event affordable for alumni to the best of our abilities. Board plans to offer funding assistance to those who request it, and determine how much assistance we can provide based on how many people are requesting the assistance.

Speaker Sessions:

Input solicited from board about who to invite to be speakers at FNEPAA sessions:

Hannah's Session (Conservation Design): Bob Zaino, Liz Thompson, Eric Sorensen are confirmed already. Other ideal candidates include Kaitlyn McDonough, Brad Mikeljohn, Nancy Bell, TNC (re: water quality work), Ed Faison or Hallie Schwab (re: Wildlands/Woodlands/Farmlands/Communities initiative), Steve Libby (re: Floodplain FEMA buyouts).

Sean's Session (Communicating Nat. Hist for Change): Alicia Daniel confirmed. Walter or Sean (re: PLACE/Burlington Go), Kim Hoffman (Lamoille HS Biology), Mike Blouin, Teage O'Connor, Eve from TNC (re: communications/marketing/PR), Laurie Sanders (re: Northampton MA and Conn River Valley), Kelly Finan (re: artwork/design), Rosemary Moscow (re: comics), Jarlath O'Neill Dunne (re: modern spatial/visual display).

Other conference FNEPAA activities:

Board agreed to pursue a potluck/catered/BYOB dinner at Orchard Cove at Shelburne Farms for Friday night, and a Saturday night gathering at a bar downtown TBD.

3:20: Logo review and discussion (Lauren)

Board agrees that our logo is excellent, with minor changes to be made. Board agreed to using "Field Naturalist - Ecological Planning" over "Field Naturalist & Ecological Planning." Word "Program" will be dropped. Board agrees to ditch the "FNEPAA" version, and experiment with a version where "FNEP Alumni Association" is placed to the right of the illustration, in landscape form. Board interested in seeing versions of expanded logo with all caps, and with cases swapped from current design.

3:30: Summary of membership campaign status (Sean); opportunities to invite further participation.

There are currently 30 members of the alumni association, which includes 8 free memberships to current students. Sean composed a designed membership request email sent out at the end of November, and has followed up with new members with a designed email with "thank you" and "stay tuned" copy. In the next month, the following emails will need to be produced:

- 1-Email to current members with passwords to access alumni database, job board, listserv list, and conference list. Include pitch to contribute to EcoBlog (sent to existing members ASAP, and new members within a day or two of registration)
- 2-Direct emails to alumni who have not yet registered with call for registration (before end of January)
- 3-Email to all alumni with information on NENHC and the summary of FNEPAA events. (mid-February)

3:40: New member information packet; discussion of information for new members.

No discussion. Emails discussed in above item will be sufficient communications for now.

3:50: Financial update (Sean)

For the 2017 tax year the organization will have to file corporate taxes, since tax-exempt status has not been pursued. Board agreed to pursue 501c3 status, including the \$400 filing fee that this requires.

4:00: FNEP-AA contributions to Field Notes

Board agreed to claim ½ page space in Field Notes as an "ad" for FNEPAA, including membership information. Part of this space may be a call for info on the whereabouts of alumni

who have gone incommunicado (“Lost in the Field”). Board discussed interest in topics for this or future Field Notes issues, including listing of books published by alumni, and features on alumni who have recently retired.

4:15: Discuss early addition of a Communications Officer

Board is in agreement to invite a sixth board member to serve communications officer role (outlined in bylaws). Agreed to table this conversation and be prepared to propose and vote on candidates for this sixth board member at the next meeting.

4:30: Adjourn