

Approved minutes
Association of Outdoor Recreation and Education
Board of Directors Meeting
December 11, 2008

Dan makes a motion to approve the 10.1.08 minutes as written. Tim seconds. All in favor, none opposed, no abstentions. Motion carries.

Dan makes a motion to approve the AORE 2010 conference site for Colorado, with a friendly amendment that we are approving the concept of the conference in Colorado pending a proposed budget and more detailed information. Steve seconds. All in favor, none opposed, Dan abstains. Motion carries.

Tim makes a motion to have the New Member packet approved with changes (remove NIRSA discount and change pictures). Steve seconds. All in favor, none opposed, no abstentions. Motion carries.

Roll call

Jeannette
Justin
Tim Moore
Steve Thompson
Ann Marie Redente
Dan McCoy – *absent (for most)*
Heidi Erpelding-Welch
Bryan Cavins
Mitch Hoffman
Mandy Pohja – *absent*
Jeff Turner – *absent*
Audra Trnovec-Keller
Rodney Ley
Rick Dawson
Greg Hawkins
Jerry Rupert
Tim Mertz

Call to order by Tim at 1:33PST

Old Business

Review meeting format – Tim: This is a discussion meeting; next one will be updates regarding projects; format will switch every other meeting.

Tim: Any questions on roles and responsibilities?

Audra: updates for regions – how does it work?

Tim: one regional representative writes an email (draft) and sends it to other regional reps who can update it, then send it to their region. This will be the first one with the new BOD.

New Business

Dan makes a motion to approve the 10.1.08 minutes as written. Tim seconds. Discussion: Justin – having a hard time rebuilding conversation from minutes. Tim – esp. preconference minutes and new BOD meeting. **All in favor, none opposed, no abstentions. Motion carries.**

Dan makes a motion to approve the pre-conference minutes as written. Discussion: Justin and Tim have misgivings about them as written – not enough detail. Should be clear to members what is happening. Wants to go back and update and add missing pieces. Will need to go to the rest of the returning BOD for review and for them to add comments. Bryan will start the process and send on to other returning BOD for additions. Should be done at least one week before next meeting so that this can be voted on in Jan. meeting.

Dan makes a motion to approve the New board member meeting minutes 11.1.08 as written. (all of these files can be found under BOD > files > unapproved minutes) Discussion: Tim thinks that they are a little sparse. Could be helpful to slow the meeting down to allow the secretary time to get everything down. Mertz – on table of BOD members at the end, his name is listed twice under terms... is someone's name missing or is it just listed twice? Mertz & Heidi will start with giving the document a once over to add detail (like above).

Walk through monthly financial report-Ann Marie and Justin

Justin: we have received all conference revenue. Some expenses still outstanding (pre & post conf. repayment). This year we should have all conf. expenses wrapped up by end of fiscal year – will make budgets easier to read. This FY we've paid for 2 conferences (2007 & 2008).

Membership revenue is good; conf. revenue is slightly lower than expected but expenses are lower too. National Office is under budget in many areas, but over in just a few.

Jerry: where do you think we will end up in conf. revenue (profit)?

Justin: as of today, profit of \$68K; maybe \$5K still outstanding. Is there profit sharing with host?

Tim: No. Where do you expect NO budget to end up?

Justin: expecting to spend about 85% of budget; on track for that. There have been several requests for additional web projects but nothing has been decided.

Tim: we approved a 2 year budget last time; will be some additions to it in Jan. and some changes that have been discussed (travel, website projects, etc.) BOD will review in January.

Justin: committee liaisons should make sure they are checking budget reports. Expenses are approved at one meeting but request for reimbursement doesn't come to later. Please check budgets to make sure that money is being expensed to proper committee.

Total conference income (Nov. 30, 2008) - \$162,415

Memberships (2008 to date) - \$41,031

Total Conference Expense - \$92, 764

National Office Update – Vendor and Listserv

Jeannette: Working at lining up meetings with vendors. Shawn, Mitch, and Tim have been discussing and setting up meetings. Vendor members are up; prices are going up for memberships as of Jan. 1.

Regarding the listserv – have purged non-current members from listserv. Folks will be removed immediately on expiration with new functionality. Vendor members tend to send more ads than they are allowed... functionality allows that vendor postings go directly to NO to approve before they go out. Sold first additional posting to Osprey.

Mertz: how much for a listserv ad?

Jeannette: \$29 per additional advertising post.

Tim: it seems light considering the number of people it goes to. Jeannette will send some info to the BOD regarding prices for advertising.

Dan and Mitch joined at 2:00 PST

Mid year meeting update - Mitch

Hotel is set; 10 rooms reserved (for 4 nights each) based on emails received. There are some comp nights; probably at least one for each room. Other rooms at conf. rate of \$109 (standard rate is \$169). I am assuming people are arriving on the 15th, leaving on 19th based on meeting schedule. Book rooms soon – there is another conference going on while we are there! Comps will get taken care of at checkout. Can book now... go to radisson.com for the number to call reservation line or the hotel directly. University Radisson – tell them you are with AORE Midyear Meeting. Info will be posted on Basecamp.

Dan makes a motion to approve the AORE 2010 conference site for Colorado, with a friendly amendment that we are approving the concept of the conference in Colorado pending a proposed budget and more detailed information. Seconded by Steve.

Discussion: Dan – the background on this: we are writing a request for proposal (RFP) to be floated to conf. sites all over Colorado. We is a committee of schools and a vendor member in the state. Proposal is close to being ready; would like to send out 12/15. Asking what is price for rooms, AV, meals, site, etc. We will select the 2010 conf. site based on best price. Brian Ferguson (UC Denver) would like to chair committee; currently Dan is acting as BOD liaison and chair. Brian may put together another proposal that includes his site and the Denver convention center. Site selection based on green practices, cost, meeting needs of members. Some possibilities include Keystone, Copper Mtn., YMCA of the Rockies.

Justin asked if there was going to be a conf. host committee?

Dan – yes; either Brian or he would act as the chair of the host committee. Similar to San Diego – multiple schools involved in bringing this even to CO, a consortium of schools. Brian hasn't been part of AORE in a while; he has been at his school for 14 years. Dan's stated that all committee members need to be at Minneapolis.

Rodney would like to talk to Dan about the conf. – CO is probably a good place for this.

Dan wants to go with a venue that gives us the best benefit/rates; could be better than just going with one school. Will do site visits for prob. 3 selections and pick the best.

Rodney – does anyone have a problem with this not being at a school?

Steven – no! this is what big conferences do; economies of scale.

All in favor, none opposed, Dan abstains. Motion carries.

File naming protocol – Dan. Getting messy on Basecamp. Document style guide – please follow this protocol. Ideally don't put AORE in title (it's redundant) no spaces, preferably use an

underscore. This is important because when a converting a document to a pdf it gets messed up with spaces. No date needed; draft is fine as long as that gets removed once it is finalized. In header, put draft & date, BOD approval date.

Tim – have you changed the style guide to reflect this information? Where is this found?

Dan – yes, it is updated. Under main page of files. Will be moved to essential documents.

Jeannette – if you upload a new version, please upload it under the original document. It makes it easier to follow and trace changes; keeps the old and new documents right next to each other.

Mitch – we need to send this style guide to the committees to use.

Tim – need to update the uploading instructions before it goes to committee. Do you (Dan) have enough direction to work through this with Steven and Jeannette and report back at next meeting?

Dan leaves meeting.

Vision and Strategic Plan Discussion – Steve.

Assume that all new BOD members have had a chance to review this document that was created by previous BOD. Will need to get it approved by new BOD. Does anyone have any issues with it as written?

Audra – what document are you referring to?

Steve – it's under approved files, with a date of 10/29. Any comments on mission/vision?

Tim – last sentence of vision is reactive, should be proactive. “may impact our membership and the profession.” (Steve will work on it.)

Goals and objectives section:

Committees – Tim – some of these dates need to be fixed. Many are for this year.

Steve – and some are passed. We need to fix them.

Bryan – do we have specific dates for committees to attend meetings?

Steve – yes. The info is under “standard operational procedures” called the BOD Responsibility Calendar. If you want to comment on this document, there will be a write board created for this.

Jeannette – item 4 – white papers approved/endorsed by BOD.

Bryan – mention document as appendix.

Audra – item 5, fourth bullet – who is going to do this? Should be assigned to Research & Pub.

Tim – once we identify needs, then it goes to Presenter Relations to identify people to speak to those issues. Needs a date to this bullet.

Audra – add another bullet to say that?

Steve – add questions and comments to write board.

Jeannette - #5 – need to add bullet to address need of seasoned professionals or mid-level. Like the administrative track.

Tim – agree. Folks don't think that they get as much out of the conf. as they did when they were younger.

Audra - #6 – what are the protocol sheets?

Jeannette – it's the style guide. Want to make sure we are creating documents that can be used throughout the turnover of committees, BOD members, etc. how to do tasks, etc. (examples: career center tasks and timelines)

Steve – strategic vision comments write board is up!!

Jeannette – #7 – NO can host ‘rankings’ from people’s presentations.

Bryan – we are currently compiling this info. Trying to decide the best format of getting the info to the presenters.

Jerry - #9 – is this consistent with what was presented at the conference? The membership voted to move forward. It was proposed as a concept to the membership; this is very defined.

Steve – yes. We need to have a plan to move forward and this is what is reflected here.

Bryan – approval by membership should be added as a bullet to #9.

Tim – 11 and 12 are both 2009. What’s going to happen in 2010 and 2011? We need to have a strategy that takes into account multiple years. Vision says we are the ‘premier association’ in outdoor rec. and education. Do these goals put us in a position where we are the premier association? If not, what is missing?

Audra – what is the goals with the MOUs? How are those maintained?

Steve – we don’t have anything in here regarding MOUs.... About expanding, or changing, creating new ones or renewing current ones.

Audra – nothing in here about the e-JOREL either.

Jerry – do we have a white paper regarding access?

Rodney – yes; Rachel Peters is working on one.

Steve – NOW we have the write board. Yahtzee! If you have comments, please add them on the write board and we will resubmit for review and approval.

Bryan – we should talk more about what will make us the premier association. I think it’s the ability to identify trends and meet those needs.

Executive Director Proposal Project – Steve

Here’s what we are looking at: Steve has contacted a few BOD members to help with process. A subcommittee/review team will look at what ED’s do exactly, get paid, benefits, responsibilities, etc. then we will look at how it would affect our governance (responsibilities of BOD and committees.) Have position hashed out by Feb.; examine how that affects governance up until mid-year, then discuss at mid-year. Have comment periods open to membership – one after mid-year; rework. Submit in fall prior to conf. Do people like the changes? Bring to membership at business meeting at conf. – this is what the position looks like, this is how it changes our governance, etc. and seek approval from membership.

Tim – it will be an involved process.

Rodney – will have to keep pushing it to the membership; otherwise people at conf. will say “we’ve never heard about this!”

Steve – should keep PAC involved in this!

Tim – we need to get moving on this quickly so we can get it to the membership a couple times before the conf. and by the business meeting, many people have given feedback.

Steve – we many need extra help on this – it’s an involved process.

2008 Conference Evaluations – Cavins

Bryan – haven’t gotten a lot of response on the survey (102 Respondents). Would like to try to get a few more. Will analyze results to hopefully be taken into account next year. Will have a report by next meeting.

Mertz – would a vendor have something to offer as an incentive for completing survey?

2008 Conference Presenter Evaluations – Cavins

Bryan- working on analyzing feedback. Is trying to get extra help from students on this. Should be done by the new year.

2009 and Beyond – Conference Presentations – Tim

Feedback from seasoned professionals – they come back after a few years and give presentations, but how great would it be to offer them the opportunity to grow. What sort of presentations would benefit them? It might require us to pay people to come and give presentations for that group.

Steve – in academic settings, there is money set aside to bring in renowned lecturers. Could we get a vendor to sponsor that?

Bryan – does a list exist of who some of these people are? How would we select them?

Steve – I’m thinking of people who wouldn’t normally come to AORE; something that would draw in the seasoned professionals.

Jerry – going outside the box is good; it might draw some people who haven’t come in a while

Bryan – I’m going to start a write board where people can list names and contact info of people who might be good candidates for this.

Justin – NO gets solicited for this type of thing all the time.

Jeannette – incorporating some of the other departments on campus (HR does continuing education.)

Tim – Research and Publ. could survey the membership to see who they might be interested in hearing from.

Mitch – we might have to look locally.

Tim – we can look at the idea of having “tracks” at the conference for different levels of professionals and/or students. NIRSA does this. Put your thoughts on the write board and we can continue to discuss at the next meetings.

Conference and Association Sponsorship – Tim

OR is right around the corner. How successful have we been in obtaining sponsorship for the conf. and association? We’ve been somewhat successful – it takes time to work out the details. One thing we are learning is that vendors want some kind of customized relationship. We have been offering ‘packages’ – vendors seem to say that they would be willing to go bigger if they could customize the relationship. Example: Merrill does adventure racing and wants access to our programs and our members; same with Nat. Geographic and their maps program. We want to be able to go to OR with contracts in hand so we can develop some of these relationships.

Heidi – you have our blessing. If this is going to be the best way to move forward, we should do it.

Bryan – as long as we have the membership in mind and how we can help the membership.

Jeannette – this is more than just getting gear, it’s about a partnership.

Mertz – I agree.

Rodney – I agree. Keep the membership in mind. Shouldn’t be benefiting just ‘elite’ schools or BOD schools.

Rick – this has the possibility of bringing good quality vendors and schools to the association.

What’s the precedent of bringing some of this to the membership via the listserv? We should be

looking at the mission of the committees – do they support sustainability? Who else are they partnering with? Does their mission fit with ours?

Mertz – Jeff Keennan and Student Dev. Committee is working on a similar proposal... trying to connect students and vendors. They want feedback on this proposal.

Tim – we have to make sure that we are doing this in a consolidated way – we can't have both students and the association asking vendors for money. This committee needs to work with us so we don't approach the same people too many different ways.

Tim – this is going to take “sheparding” – people and programs are going to have to sign up for these opportunities and put their best foot forward when we interact with these companies. Schools that participate should receive some benefit, but the cash benefit will need to go to AORE to be used towards other initiatives.

Jerry – we need to be specific when we look at these opportunities – where is the money going to go?

Mitch – some of these will have deliverables that will be tied to the conference. We won't be able to just add lots of additional activities. Some will definitely be tied to the conf.

New member packet – Heidi

If people can take a look at this it would be good. Marketing committee is trying to get it out. This document will go to every new member who joins.

Rick – looks good.

Heidi – needs to get BOD approval to start using this.

Jeannette – NIRSA discount needs to get removed.

Tim – we should be close with NIRSA.

Tim makes a motion to have the New Member packet approved with changes (remove NIRSA discount and change pictures). Steve seconds.

All in favor, none opposed, no abstentions. Motion carries.

Tim – from new BOD meeting: we were going to assign policy & procedure documents.

Jeannette – AORE standard operations master document –

We need to have manuals specific to committees – i.e. timelines for when specific tasks are done by committees and how. We need to start collecting photos, etc.

Tim – should we identify someone as historian?

Jeannette – yes. Maybe a BOD person can be the point of contact.

Audra – PAC is overseeing this project. Do we really need someone else designated?

Tim – maybe it's someone in the PAC committee who collects photos, writes a description of the conf., etc. so the information continues to get collected.

Audra – no time was made at the conf. for the PAC to meet at the conf. they aren't really treated like other committees. What exactly is their role?

Tim – their role is to maintain the history of assoc. and to weigh in on controversy, issues. I'm sure things like the ED will go to the PAC before it goes to membership or pieces like sponsorship and strategic plan.

Audra – do I need to work with them to develop a committee manual?

Tim – for the history piece, yes. Many of the other things come up throughout the year.

Jeannette – conf. manual was being worked on by Rob, Mitch, and Tina. Is there anyone else who can help work on this? You don't have to have helped host a conference; they just need some more people.

Greg – I'll help.

Jeannette – proceedings, journal, application & process to be a BOB member (AM), annual business meeting (Tim)

Mitch – document uploaded with room reservations, roommate info for mid-year. Please book by Jan. 15.

Rick – where does climbing wall white paper stand? Rick and Steve will talk separately.

Meeting adjourns at 3:47 pm PST.