

**MAMEA Board Meeting
Friday, October 24, 2008
Virginia Beach Resort & Conference Center**

Call to Order

Call to Order by David Christopher at 3:25pm.

Members in attendance: David Christopher, Kathy Siegfried Fuller, Ruth Schneider Gourley, Bill Simpkinsm Carol Hopper-Brill, Amy Sauls, Terri Kirby-Hathaway, Vicki Clark, Adam Frederick, John Chubb, Jackie Takacs, Dawn Sherwood.

Officer Reports

Presidents' Report: David Christopher

It has been a busy spring and summer both professionally and personally. The beginning of the spring I worked on the items talked about in the April Board Meeting mainly elections, NMEA representation, and the new webpage. We voted on the webpage template. The other two issues had to be placed on hold until a full board meeting.

We held our Chapter meeting at NMEA, and that was well attended.

I have been helping Carol Hopper Brill on the conference. I have been doing the concurrent sessions as well as the election nominations.

In July I took over for Adam as the NMEA Representative. An update is under the Past President's report.

In August, I took over publication of the Masthead. You can read more about this under Masthead.

I have updated all of our corporate information with the State of Virginia. This should be done every year.

Past President's Report: Adam Frederick

Submitted by David Christopher

In July, Adam Frederick was elected as the President Elect of NMEA. Therefore, David Christopher took over the duties of Past President. David attended the NMEA Board meeting in Savannah as a non-voting participant, and attended the New Board meeting as a voting member of the Board. David also submitted items to the NMEA news and attended both the Chapter Rep and Board phone calls.

The NMEA board has voted to work with Current Publications on the new edition of Life on an Ocean Planet. NMEA will supply correlation materials for Ocean literacy and in return the book will have the NMEA logo and NMEA will receive some royalties. It is important to note NMEA is not endorsing this book solely.

Adam thanked everyone for the donations for the MAMEA basket for the NMEA auction.

Adam is resending a survey to each chapter to gain information about the organization structure of each NMEA chapter. There is a big disparity in how people are appointed to the NMEA Board.

President Elect's Report: Carol Hopper Brill

2008 Conference

Theme & speakers: selected to follow on the 2007 theme of Ocean Literacy, focusing on coastal ecosystems of the Mid-Atlantic region. At this year's MAMEA Conference, we turn our attention to the status of our Mid-Atlantic coastal environments and ask "What do students and citizens need to know?" I think our guest speakers will provide an effective symmetry of coverage: illustrating regional habitats and aquatic life, provide a status report and identify crucial trends and topics. The majority of the concurrent presentations provide concrete examples of "how" we reach our audiences related to the theme topic and issues.

Communications:

We announced the conference to MAMEA members primarily using e-mail lists, including the MAMEA e-mail list serve, state science supervisor and educator lists via Sea Grant contacts, and through Scuttlebutt. Once folks were registered, I continued communications using e-mail, with just a few exceptions. So, this was a test of electronic communications effectiveness. This worked well in general, but it would have been better if we had settled more of the planning earlier and allowed more time to advertise.

Attendance & Registrant breakdowns: 73 attendees, 4 plenary speakers, 5 guests

*New members: 24 (~30%) of registrants

*By state: 42 from VA, 10 from NC, 13 from MD, 2 from DC and 1 from TN.

*By position: 32 classroom educators (1 ES, 3 MS, 26 HS, 2 University); 13 aquarium/museum educators; 18 agency & non-profit educators; 5 other.

*Inclusive registration = 62; One-Day registration = 11

Presenters:

Over 40% of the attendees are presenting either concurrent session or poster session -- a nice indication of the membership's level of activity and willingness to share with colleagues. Several presenters are new to MAMEA and it is gratifying that they have chosen our conference and association as a venue for reporting their work. There are 7 poster presenters.

Auction:

This was more time consuming than I anticipated. Many thanks to Marjorie B. for sharing lots of good advice. We have a nice mix of teaching materials, experiences, and gift items. Again, starting earlier would be good advice, see Marjorie's outline. With the current economic climate, obtaining donations may become more difficult in the future.

Working Budget:

Registration fees were determined based on an approximate attendance of 80. Fortunately, have come fairly close to that.

Expense

Projected cost

Venue use fee – Cape Henry Collegiate Includes all rooms & AV, facilities & security staffing,	1700
Event liability insurance (required by venue)	350
Catering for 80	2000
Catering staffing	1200
Adult beverages	400
ABC license	95
Attendee logo gift	720
Plenary speaker honorarium: either one-night hotel & Friday social OR \$150	500
Office supplies	300
Mailing	150
Thank you gifts	100
Field trip program reimbursement to providers	600
	\$7,915

Revenue

Registration fees, including field trip fees & memberships	6,326
Donations from state Sea Grant offices	550
	\$6,876

In Kind

Hotel – complementary meeting room	
Auction donations	

Paperless Communications

Moving toward more paperless communications obviously depends on effective electronic communications with members. We need to separate a Communications List of members from the email Discussion List. The Communications list would be used only by MAMEA Board or Committee members for Association communications. We do have a few members who do not have e-mail, they would still require snail mail communications. E-mail alerts could direct members to go to the website, the new template will easier to maintain.

In the past year, we have had some problems with MAMEA e-mail Discussion List. Is it still effective? Is there sufficient use within the region? Scuttlebutt accomplishes the same and many folks are cross-listed. Do members want to keep it?

Membership Application & Recruitment Process

I propose that we update our membership application to really promote MAMEA membership benefits & to stress our move to electronic communications. Could this be combined with David’s proposal to develop MAMEA brochure?

When folks sign up, we want to be up front with folks about the importance of having e-mail if they want to receive timely information about MAMEA activities and other opportunities of interest to them. We may need to develop some consistent MAMEA recruitment talking points to use at mini-Conferences and other venues when we promote membership. It is possible that some folks are signed up for MAMEA membership without their really be aware of it.

Survey Current and Some Past Members

Do we know what keeps folks active in MAMEA? Given Kathy’s stats on new vs. renewing members, what happens after their first year? Is it time to conduct a survey – electronic is the cost effective option? In the emerging economic environment, folks will be looking for value for their investment.

Carol brought up the fact that there have been problems with the listserve. People are not aware that they are MAMEA members and do not want to receive our emails. We need to make sure that members know they are members and what benefits and communication options are available.

Motion to create member email list and make Secretary responsible for maintenance. Motion CHB. DC 2nd Vote passes.

Motion to dissolve current listserve and inform all members that scuttlebutt exists. BS motion. AF 2nd. Passed

Secretary’s Report: Kathy Siegfried Fuller

Reflects 2008 annual conference registrations received by KS as of 10/10/08.

Non-renewals from 2008: 150 (Including several board members)
Already renewed for 2010: 29

Active Members: 183 as of 10/10/08
New: 104
Renewals: 71
Lifetime: 8

State-by-State Breakdown:
8 Delaware
66 Maryland
3 DC
56 Virginia
40 North Carolina
3 Pennsylvania
2 West Virginia
1 Florida
1 Massachusetts
1 South Carolina
1 Tennessee
1 Wisconsin

Membership Dues Breakdown:
29 Conference
53 Mini-Conferences
91 Check
2 Gift (NOSB)
8 Other (Lifetime, gift, etc.)

From the Secretary:

- Several dedicated members did not renew this year, including Board members.
We will adopt Carol's registration format for consistency.
Lindy Millman is a lifetime member and needs to be noted in the membership database.

Treasurer's Report: Jackie Takacs

Current checking account balance	=	\$13,931.63
Current CD balance	=	<u>\$35,172.73</u>
Current MAMEA Financial Standing	=	\$49,104.36

2008 MAMEA BUDGET IN REVIEW

This document shows our 2008 proposed budget verses what we actually spent this past year.

A few points of interest:

1. We have had essentially NO expenses this year.
 - a. A. Frederick did not request reimbursement for travel
 - b. Masthead was only published once
 - c. Accounting firm did not process taxes for 2007 (we did our own)
 - d. Our one grant recipient was granted an extension to due to several mitigating circumstances

- e. Interest – this is actually the remainder of the money market account after increasing the CD to \$35k in January.
2. Our approved budget is an unbalanced budget. This is not too much of an issue for us as we are currently flush with money.
 3. Highlighted areas are those areas that I will be proposing the following changes be made for the 2009 proposed budget:
 - a. Interest – we do not accrue interest in any appreciable form. Our CD last year only made \$172.73. I am proposing removing it from the budget.
 - b. MAMEA Conferences – 2006 and 2007 conferences did not break even (this does not include auction income). Conferences are essentially a “break even” event for us. This year we challenged Carol to make \$500 (coming from registrations & outside donations) – making the conference a realistic line item in the budget under income. I am proposing to keep the challenge of a \$500 income.
 - c. Memberships – we either need to actively recruit new members or reduce the number. I’m proposing \$1500.
 - d. Mini-conferences – if mini-conferences continue to be a break even event for us then it have no right be listed as an income in the budget (more like a pass through). I am proposing removing it from the budget as it is unnecessary.
 - e. Grants – we approved at the last board meeting an increase from \$500 each to \$1000 each. I am proposing raising to \$2000
 - f. MAMEA Conference Expenses – should not technically be a line item expense in the budget and we bring in income specifically for this and the expenses are written against those incomes. I am proposing removing this line from the budget.
 - g. Masthead – we approved at the last board meeting to move the Masthead to strictly an electronic product. I am proposing reducing this to \$200 for misc. expenses.
 - h. Mini Conferences – break even – not true expense for us. I am proposing removing this from the budget.
 - i. Postage – with the moving of the Masthead to an electronic version will reduce this number. I am proposing reducing to \$200.
 - j. Gift membership – technically are not an expense and should not be in the budget. I am proposing removing this from the budget.
 4. With these changes - the 2009 proposed budget will have a proposed income of \$3,200 and an proposed expenses of \$5815. This is unbalanced to the tune of \$2615. We certainly can eat this amount if needed – but is that a good practice???

Things for Thought:

1. Should we be looking for way to actually balance our yearly budget? Discussion led to the decision that it is okay for now to have an unbalanced budget. We should watch our money closely and make sure to throw another national conference when funds get low.
2. Are there new things that need to be added to this year’s budget?
 - a. Web templates
 - b. Logo items
 - c. Promotional products
 - d. Support for mini-conference: \$300 per state/district with dispersal to be determined by state rep.
3. What are our plans for the CD? Should we have plans?
 - a. Right now the CD is sitting there doing nothing and needs to be, at the very least, rolled into a new higher earning CD (7-months = 3.54% or 12-months = 4.07%)

Jackie asked if there is anything that we would like to offer to members. The suggestion was made to provide money towards the mini-conferences as a grant that would be requested by the state reps.

Motion to add a line item expense of \$300 per state (5) as a grant towards mini-conference. Grant request from state rep and Bill. Motion RS, 2nd DS, passes.

Motion to roll over 35K split into a 7 month CD and into a 12 month CD after further investigation. Results will be announced in Masthead. Motion tabled. Motion AF

State Representative Reports

Delaware Representative: Tami Lunsford

Tami has attempted several times to reach out to Delaware teachers, but she has not received any response.

Maryland Representative: Christine Grant

Submitted by David Christopher

The Aquarium will be holding its teacher overnight on March 14 and would like to co-host the event with MAMEA again this year.

North Carolina Representative: Ruth Schneider

- Three NC Students in the Ocean Art Contest winners were ranked nationally.
- The Aquarium has a new Diamondback Terrapin Conservation project partnering with local elementary schools to tackle Diamondback Terrapin and crab pot issues
- The Aquarium is working with local Ocean Science Bowl
- A NC mini-conference date has been scheduled and agenda is being worked on

Virginia Representative: Dawn Sherwood

It has been an interesting year learning about both the political side of MAMEA as well as the informal education viewpoints since taking over this position. In March, I presented in the Ocean Literacy strand at the National Science Teachers Association national conference in Boston, Massachusetts. I attended the spring MAMEA board meeting as well as NMEA in Savannah, Georgia. While at the conference, I participated in the Ocean Literacy meeting and have contacted the Virginia Department of Education about incorporating ocean literacy into existing state standards.

I was unable to contact any current MAMEA membership due to the computer format of membership roster, but I did work on promoting MAMEA and Bridge at all activities I attended within the state. I attended Project JASON Monster Storm and Resilient Planet workshops and also completed the second year of CBIBS training at VIMS and attended their Sea Grass workshop. In August, I attended the release of the Estuaries 101/Chesapeake Bay Modules coordinated by NERRS at VIMS. While at this program, I once again encouraged MAMEA membership and especially conference attendance since it is in Virginia this year. I also encouraged presenters to present at MAMEA. I made quite a few contacts at this workshop and have plans to set up a state conference in the coming year.

On a county level, we have four of our eight high schools teaching Oceanography for the first time ever with an additional high school already planning to offer it next year. I have coordinated our program to keep these teachers as stress free and happy teaching oceanography and using resources from within

and outside of Virginia. My school and our closest high school also held school clean-ups on Saturday, September 20th in conjunction with the International Coastal Clean-up event. Most recently, at our county science professional development day on October 9th, I shared the document that I created last year for Virginia Association of Science Teachers that correlates many of the BRIDGE activities with the Virginia Earth Science Standards.

Washington DC Representative: Bill Simpkins

Membership to MAMEA has been pushed in the teacher workshop program at the National Aquarium. We have conducted one workshop of the 6 scheduled for this school year. The workshop is almost full with 10 participants in each session. I am hopeful that we will get some new members. However, the majority of teachers taking the workshop are from VA and MD, so I doubt there will be an increase in members from DC. We are trying!

MAMEA will also be represented at the DC Environmental Education Consortium's annual Teacher Open House at the US Botanic Garden on October 30, and at a Teacher Open House at the National Aquarium in February 5 (or thereabouts).

No mini-conference is being planned at this point.

Committee Reports

Archives Committee: Terri Kirby-Hathaway

Nothing new to report

Awards Committee: John Chubb & Beth Jewell

John will be leaving the Board this year after several years of service. Carol and David have been discussing possibilities for a new Awards Chair. John has prepared a "turn over" folder to go to the next committee chair.

Amy asked if we could get a couple samples of John's submissions to NMEA. Vicki has some available upon request.

Grants Committee: Susan Haynes

Two applications this year.

There was some discussion re: increasing the amount to make it more enticing.

I think this is necessary if we want this money to get used. \$1000 next year?

Some have said the application process needs to be simplified to encourage more people to apply. This is a pretty simple grant. If I recall correctly, we updated and streamlined it several years ago. I personally think the application itself is fine as is.

The By Laws need to be updated to reflect when a recipient can reapply. David and Adam informed me that the wait period to reapply is two years. This needs to be stated and posted.

Dawn Sherwood was selected for 2009 MAMEA Grant recipient.

The Board discussed how often a member can receive a grant. The suggestion was made that the grant can be awarded to the same person every other year.

Masthead: interim

There were issues with Masthead this summer. The Masthead was over two months late, and David Christopher had to take it over in order to complete it. I thank Christina Romano of the National Aquarium for assisting in finishing it.

There was some discussion over the difference of the Masthead Committee and the Publications Committee. There is also mention of an Editorial Committee. Not all of these committees are active. David and Carol will be meeting to clarify these roles and fill the committees.

Chris Petrone has offered to take on the role of Masthead Editor beginning with the next issue.

Nominations: David Christopher

We have a full slate of nominations this year. However, it was difficult to find people to run for every office.

Scholarship Committee: Amy Sauls

Only Amy Sauls and Beth Jewell applied for scholarships this year, which is frustrating. The Committee Chair (Amy) suspects that the economy has tied a lot of folks down completely. Amy wonders if more advertising would be helpful (doubtful but always open to suggestion). We did extend the deadline this year to hopefully generate some interest.

What Amy would like the board to consider is that we insert a clause that allows recent scholarship awardees to be considered for scholarship money if we do not have all scholarships awarded. Right now if someone gets a scholarship, they cannot apply for another one for the next 2 years. If we did not use up all the scholarships for one year, they would have to apply, but could be considered for left over scholarships funds. ALSO we could consider unused scholarship money to help send board members or our award winners to NMEA (right now all we pay for award winners to NMEA is their dues, right?) Could we pay for their registration to help them attend?

We would like to talk more about scholarship rules at the spring board meeting.

Standing Rules: Vicki Clark & Ruth Schneider

Vicki Clark will be stepping down as the Chair of the Standing Rules Committee, and Ruth Schneider will be the new chair of this committee.

Website: Lisa Lawrence

Will be presented at the Board Meeting.

Old Business

Grants

At the midyear meeting, the Board voted to raise the grant amount to \$1,000 dollars. We also need to officially define how often people can apply. As I remember it was every two years. However, we have not found that written down anywhere. Did we decide on a two year period?

Elections

At the midyear Board meeting, we voted to change our election schedule to hold elections earlier in the year so that by the October conference the new board members would be identified. Although voted on earlier, the new board members would not take office until October. We suggested that this be done on line. However, email discussion after the vote pointed out some issues, these issues were:

1. If this is done online how do people that we do not have email vote
2. This means we can no longer except nominations from the floor
3. We should make sure we give this proper amount of thought before we change the bylaws.

The Vicki Clark, Chair of the Standing Rule Committee, sent the following email on this subject

"We (SR Committee) have discussed this at length this week. We don't think it's necessary to change the MAMEA election procedure to produce the desired outcome. (which is to have the annual conference date and location announced at least a year ahead of time, is that right?). Altering the MAMEA by-laws is anathema to us unless it is absolutely positively necessary. All alternatives to changing the bylaw, as well as all potential consequences of the proposed by-law change, should be hashed out by the Board (with feedback from the membership if appropriate) before a vote to change the bylaws is held."

Terri and I were not at the meeting, and Ruth was there by phone, and we aren't sure how many alternatives ya'll discussed. But here is one idea that we think will require less work, no bylaws change, and could have an even greater positive impact on the conference planning process and on participation in the conference.

The president-elect is not the only person who has to take responsibility for the conference planning. Bylaws say the PE is responsible for the committee planning, and that doesn't necessarily mean the entire conference. Creating a standing Conference Committee that maintains a consistent membership from year to year (with term limits if desired) could help with a lot of our conference issues, including establishing dates and locations well in advance (even several years in advance). This would mean a new standing rule, but the by-laws could remain the same."

As mentioned above the one alternative that addresses the time needed for conference planning is to move some responsibilities for conference planning from the President Elect to a committee.

The board needs to discuss how to move this forward, whether we investigate further, choose to change elections, or to not do anything. If we decide to move forward with election changes the Membership must vote on this issue

Discussion included making sure members are able to vote. Members can only vote if they attend the conference. Newly elected board members aren't able to learn duties and execute responsibilities within the current time frame. NMEA uses paper ballots that are sent to all members before the conference with new board members announced at the conference. We would like to make the appropriate changes. Motion for the executive committee (DC< AF< CHB) and Stand Rules Chair will draft new plan for how elections will proceed. DC motion, DS 2nd, passes.

NMEA Representation and the Duties of the Past President

During the Midyear Board meeting we voted to create a new elected position that would be a representative to MAMEA with a term of two years. However, we found out that to do so would change our organization constitution. Changing the constitution is a legal matter and difficult; the board voted not to do so.

NMEA has suggested a term of at least two years for Chapter Reps. A review of how other chapters manage this shows that it is basically split: 1) Several chapters have an appointed position that represents them; 2) while for others, the responsibility is either a function of the President or Past President's job.

In addition at the Spring Board meeting, we voted making the Mentoring Chair position a function of the Past President's job. Part of the rationale was that the Past President would be losing the NMEA rep Portion of this job and so therefore would be able to work on this initiative.

I am recommending setting up an appointed two year position for NMEA Rep., and to continue with making the Past President chair of the Mentoring Committee. David also suggests that there is an apprentice for at least a year before the change over.

Bill suggested starting someone of the 2 year path with the next 2 year starting the second year of the first person's term to learn. The 2nd person would not be able to be supported by the MAMEA budget, but they could participate in the phone call meetings. This would result in the change in bylaws.

Motion that Exec and Standing Rules amend duties of the Past President and add an appointed position for the NMEA representative. Motion DC, BS 2nd, passes

Website

The Board voted on a template. In addition, Lisa has stated that from a website perspective pay pal would work. We are still investigating Paypal from a financial perspective.

NOSB

The board voted in April to support the Regional NOSB completions by supplying all new coaches with a free membership. This would equate to 10-15 memberships a year. Carol Hopper Brill has been working to move this ahead with the regional competitions.

Online Masthead

We voted in April to have the Masthead published online as of the end of 2009, as part of our move toward more paperless communications. Carol is working on collecting permission and emails as part of conference registration. We should add this language to all registration forms.

A question has arisen as to whether we dissolve the old masthead committee and create a new publications committee.

MAMEA Conference Display and Pamphlets

David talked to the Graphics people at his job and they were interested in the project. However, they have all quit. Does anyone know of anyone who could help us out? This may be something that the new communications committee works on.

MAMEA Promotional Items

Carol Hopper Brill is Purchasing 500 pens and 500 rulers. Some will be given away at the conference, and the rest can be used for promotion. We also discussed at the Midyear meeting investigating costs for mass purchase and storage of MAMEA Shirts and Hats that could be sold.

New Business

Committees

We have several committees that are changing over this year. Chris Petrone is taking the Masthead editorship and Ruth Schneider is taking over the Standing Rules Committee. However, we still need someone in charge of the Awards Committee. Also, we have voted to dissolve the Finance Committee. I also believe the Action Plan Committee has been disbanded.

If the Past President remains NMEA Representative, we may also want to discuss the future of the Mentoring Committee.

I would also like to discuss who sits on key committees, including Awards, Scholarship, and Grants.

Conference Costs are Increasing

Conference costs appear to be increasing, do we want to reinstate the Finance committee and task them with assisting in raising conference funds. Any other solutions? We need to get information from our members regarding their needs for a conference. We also need to update the conference cookbook. Adam will work on teacher credits for attending.

Help With 2009 Conference

There is a very good chance that next year's conference will be in Delaware. We do not have a large Delaware membership, so we may want some outside of Delaware people to pitch in for help. Kathy suggested that we look at PA and NJ for participants and support.

Leftover Scholarship Money

Amy would like us to consider using unused scholarship money to send Award Winners to NMEA. She would also recommend that if scholarship money is not used that people who have won in the past two years have the opportunity to apply for the money. We discuss this further at the mid year meeting.

MAMEA at NSTA in New Orleans, March 19-22

David Christopher is going and will participating in the Board Meeting and Share-a-thon. Please send me anything you would like to have handed out.

Next Meeting

Spring gets busy, so let's set a tentative date for the next board meeting. Tentatively set for Saturday, March 28, 2009, at Lake Anna.

Meeting adjourned at 5:35pm.

Business Meeting Adendum

David thanked everyone for attending the conference and helping on the Board.

Budget

Jackie presented the budget and asked for suggestions from the members for investment options for the money in our CD.

-Motion to pass the budget by JoAnne Powell. 2nd by Tracy Biebesheimer. Motion passes.

Election

No names here presented as "write-ins" for the ballot.

Motion to accept the ballot from Skip Lamb. 2nd by Beth Schap. Motion passes.

Election Results:

President Elect – Tami Lunsford

Treasurer – Jackie Takacs

DC Representative – Bill Simpkins

VA Representative – Chris Witherspoon

DE Representative – John Lunsford (appointed by president since no DE members were present to vote.)

Awards

John Chubb was recognized for his work as Awards Committee Chair.

Ruth Schneider Gourley was awarded the Informal Marine Educator award.

No eligible nominations were received for the Outstanding Classroom Teacher award.