

MAMEA Board Meeting
March 12, 2002
Minutes

Those present: Andrew Wilson, Kathy Siegfried, Aaron Webb, Lisa Lawrence, Beth Broadhurst, Carol McCormack, Linda Stapleford, Carol Sovine, Beth Jewell, Amy Sauls, Susan Haynes, Adam Frederick

Introductions for new board members

New DE Rep. - Linda Stapleford
New Editor - Aaron Webb

Secretary Report

Membership: 274 on current list – 190 active, 84 need phone calls from reps.

*Suggested and agreed to put as much info regarding membership benefits on renewal postcard as possible.

Treasurer Report

\$5978 currently
Conference made \$2972

Status of Audit:

Still needed.

Can be done for free for the first time from Lewie Lawrence's office. We will pursue.

Should be done every year.

According to Kathy's father (a CPA): for beginning CPA, expect ~\$250 cost.

NMEA host for following year usually bids on the Pike.

Decided to put a paragraph in next Masthead – something to the effect of
“MAMEA is considering putting in a strong bid for the Pike at NMEA 2002. If you'd like to be involved . . . see Andrew (we will draft blurb over e-mail soon)

Additional costs to incorporate into the 2003 budget:

\$110 per Masthead issue for postage for 200

~\$44 for renewal postcards and postage

~50 for labels

Awards

Need more advertising

Deadline August 1

Grants

Deadline August 1

Barry drafted grant advertisement

Beth Jewell is sending all materials to Barry

Need a grants committee

Advertise both awards and grants on renewal and new membership postcards if possible.

Masthead

Aaron needs to talk with Terri for details

Kathy will share guidelines provided

3 per year plus 4th as conference advertisement

4th is currently responsibility of conference coordinator

Aim for March 1, June 1, Sept. 1, Dec. 1 for arrival around the 15th.

(as stated in Standing Rules)

Plan to seek sponsorship for ad in conference issue of Masthead to help cover postage costs for all issues

Ads can also go in conference packet, on t-shirt, etc.

Aaron will draft blurb for soliciting.

Lisa, Susan, Vicki and Lee will hunt for local sponsors for MAMEA 2002 conference issue (Sweet Madeline's, Watermen's Museum, VMSM, etc.)

Aaron will explore printing/copy options and have costs to us by mid April.

\$1000 budget.

Goal: new layout and design focus, add color paper and/or color ink.

Discussion regarding Newsletter being on web

Decision to put one or two past issues up on web to encourage membership interest.

Suggestion to survey membership – interested in moving to digital copy?

Board not ready to go digital.

Lisa contacting SCMEA re: a survey they recently did.

Lisa indicated that ChesSIE might be able to be sponsor for December issue.

It costs us approximately \$110 per mailing for Masthead

Susan will be billing MAMEA for labels from now on. VIMS can no longer absorb this cost.

Rep reports

DC Rep-Carol Sovine

- Ship on Anacostia River (Living Classrooms) for mini-conference

MD Rep – Kathy Seigfried

- Friday night overnight for mini-conference a great success
3 sessions: included BTS, Living in Water, invert lab, Capt. Abbey, dolphin show, day in the life of an aquarist.
52 participants
No expense to MAMEA due to partnership with NAIB
43 new members obtained!
Ad went out in all teacher packets for NAIB, plus science coordinators on NAIB mailing list as well as to all MD and DC members.
NAIB was big lure.
All flyers/registrations had MAMEA logo on it. It was not an Aq. flyer.
Aq. took \$10 cut in the fee to pay for MAMEA membership.
An additional \$55 was made for MAMEA via painting raffle.
- Kathy has MAMEA flyer she will share again for each of us to reproduce and distribute as needed.

DE Rep – Linda Stapleford

- Title II (state funds) for mini-conference – May 18.
Field trip on Horseshoe Crabs, 35 max participants.
Piggy-backing on an event already taking place cuts work drastically and can result in more substantial participation.
Linda will send Susan ad for distribution to MAMEA e-mail list.
Lisa will help Susan with Access e-mail list.
- Upcoming programs in DE area:
DE Estuary Program – Kathy Kline
Teachers get stipend
DE Sojourn – Canoeing trip
Assateague/Chincoteague getaway via DNS next weekend
Academy of Natural Science , Phila- Extreme Deep: Mission to the Abyss
- FW Wetlands protection initiative on its way in DE - DNS getting more involved in grassroots advocacy.
- State budget – DE crunch, education took hit. In Parks and Rec most full time naturalists have been completely cut.

NC Rep – Amy Sauls

- Financial difficulties continue across the State
- Hiring freezes at Roanoke, Fort Fisher and Pine Knoll Shores Aq.
- Pine Knoll Shores in better financial situation because construction has not begun on expansion. – has some temp/part time positions
- Joanne Powell continues as acting director at the North Carolina Maritime Museum (can't replace her education position either)

- NCNEERS- Adult program position open
Plan to break ground on new facility in partnership with NOAA.
Next Estuary Live is May 20-22 (estuarylive.org)
Oct. 4-5 National Estuaries Weekend – field trips all over country, several live websites.
Adding additional site – 10 sites with 3 staff.
- Mini-conference on the horizon with help from Heather (Beth B.'s student/ECU)
- NC Coastal Federation now has Coast keepers (like river keepers)

VA Rep – Lisa Lawrence

- Summer course at Wachapreague lab in planning stages: Marine Recreation Fisheries Science and Management. Open primarily to VA secondary school teachers. 15 spaces.
- Shark workshop as mini-conference, Tuesday, June 25.
Free - Paid for via NOAA Chesapeake Bay Program
Charging \$10 to ensure attendance. All receive MAMEA memberships (pd via CBP\$. SG will pay MAMEA.)
- Crab CD available from Vicki Clark for middle and high school. Cost around \$10. Will advertise in next Masthead.
- Reminder: ChesSIE website is open.
- Need to push logo items. No more orders have come in since conference.
- VMSM is looking to become more active again. Consider ways we can get them involved. (Lynn Clements and Nancy Walsh)

NMEA committees update (See attached report)

Board comments:

Need meeting soon. Board requests a similar report of entire plan to date.

Speakers

No comments

Field Trips

No comments

Finance

No comments

Exhibits

Kathy indicated there are usually 20 – 45 at a conference.
For profits must provide auction item, others are invited to contribute.

Auction

Joanne Powell unable to assist due to increased job duties.
Beth requested that we all start seeking auction items.
Lisa would like to spearhead the making of a quilt as a large auction/raffle? Item.
All decided t-shirts from 9 Mid Atlantic marine facilities would work well.
Beth has some backing and Andrew's fiancé has access to good deals at a fabric store.
Question to NMEA finance committee: How much can be spent on production materials?

Programs

Have the number of rooms needed been determined? Need update.
Susan, Lisa, Vicki and Lee will gather soon to update info.

Andrew expressed some concerns about the layout of the week. To be discussed at the next planning meeting.

Fundraising

No comments

Publicity

Video almost complete. Copy for NMEA board meeting at NSTA ready to go.

Lisa shared NMEA 2003 Web handout and MAMEA.org – to let everyone know about the upcoming conference. Lee has a 2003 conference placeholder page and would like anyone that has ideas about what to include on the page to contact her to help with this.

Transportation

No comments

Events

No comments

Hospitality

No comments

Action Items

Submit any additions to Terri.

MAMEA 2002 update

Beth J.

Date: October 4-5th

Location: VIMS

Hotel: 50 rooms reserved at a nearby Comfort Inn, about 10 miles North. No deposit necessary. Reserved until Sept 4th. \$70.00 + tax for a double

Tentative schedule:

Friday night – Social at VIMS in lobby, hor'dourves (sp)

Icebreaker

Speaker - VIMS researcher

(culture/watershed/etc – Mark Patterson or sharks)

Set up of speakers work in lobby for folks to see with dessert

Silent Auction?

Saturday – 3 concurrent sessions

Lunch – entertainment (possibly), Sweet Madeline's catering

Board/general meeting

Concurrent session (how many?)

Fishprinting, art activity, etc.

Dinner

Auction (Do we have to have entertainment after auction? Probably not.)

Field Trips

Jane Butler is in charge of this.

Be sure there is an option that is not so physical

Sharathon:

When to have the sharathon – maybe in the afternoon

Advertising?

Bay journal – free

List serves/websites

Direct mailings

Discussion about number limits for conference.

Work delegation:

Publicity – Kathy S.

Auction – Beth B.

Need to check into microphone for under tents, Andrew may have one.

Call for papers should be in the June Masthead

Lisa – discussion about t-shirts for conference

Peace Frog shirts – local artist 300.00 setup, no limit of colors white only
7.50/shirt, 144 minimum ordered.50% deposit. Lewie's office can possibly
pick up the art fee if use his boat logo.

Include them in fee in registration,

Beth J. suggested different options – let kids do artwork.

NMEA shirts also?

Budget:

Need to take into consideration the alcohol, (see treasurers report from 2001
conference) and rules at VIMS

Reimbursement policy:

Policy for when someone does not show up for the conference needs to be
stated on the form.

Post conference meeting suggestions from 2001:

Call for papers – times: 45 minutes or 90 minute sessions. Or perhaps a pre-
conference session during field trips.

Elections/nominations:

DE Rep: Linda Stapleford has accepted position for 2001-2002

Carol M. is nominating her for a 2 year term 2002-2004.

DC Rep: Carol Sovine will not be running again.

Position will need to be filled at October meeting.

VA Rep: Lisa: Up in 2002

NC Rep: Amy: 2003

MD Rep: Kathy: 2003

Secretary: Up

Treasurer: Up

Pres. Elect: Up

President: Up

NMEA nominations:

Debora is working on nomination for Cathy Roberts.

Andrew is working on nomination for Jane Butler.

NMEA 2003 progress report – March 15, 2002

Submitted by Terri Kirby Hathaway

Co-Chairs Terri Kirby Hathaway and Andy Wood have been in contact with various committee chairs. They recently had a conference call with Charlie Baker discussing action items.

Speakers

Terri is contacting Max Mayfield, the director of the National Hurricane Center, and Stan Riggs, preeminent coastal geologist, about being keynote speakers for the conference. Andy is contacting Dr. Jim Luetze, chancellor of UNCW and world renowned environmental television personality, about doing a welcome address at the opening event on Sunday, July 20.

Field Trips

Amy Sauls is making some contacts in the Wilmington area for potential field trips and recruiting Wilmington educators (Carolina Ocean studies folks, kayaking outfits, local oceanography teachers) to assist.

Finance

Andrew Wilson has received \$6000 from NMEA to use as seed money. He has opened a checking account under the name *NMEA 2003* and purchased checks. He has also put together a preliminary budget.

Exhibits

Kathy Siegfried and her committee have determined that the exhibits will be set up on Monday 7/21 and Tuesday 7/22, in the Warwick Center Ballroom with an opening breakfast reception on Monday morning. This reception will coincide with the Sea Faire/Sea Swap event in the Center Stage Café. They are working on setting exhibitor fees, but those prices can't be finalized until they get definite prices from UNCW later this year. They are contacting past exhibit chairs and working on a database of possible exhibitors.

Auction

Beth Jewell has agreed to chair the auction committee. She'll need lots of assistance, and I'm sure we will all pitch in to help when the time draws nearer. Beth will be in touch with Alan Rammer, auction chair for NMEA 2001 and with the 2002 auction chair after their conference this summer.

Programs

Vicki Clark, along with Lee Larkin, Lisa Lawrence, and Susan Haynes, have put together a conference announcement which will appear in the NMEA 2002 registration booklet. There is a web site which will be updated regularly – once there are concrete plans to share. A *Call for Papers* will go out to the membership sometime after the 2002 conference. Vicki is assisting Adam Frederick by developing a one-page information sheet on NMEA that Adam and his committee will use in fund raising.

Fund Raising

Adam and Andy are waiting on the one-page information sheet. Adam and Vicki are working on an approach to the mid-Atlantic Sea Grant programs for donations, maybe to support one or two of the invited speakers.

Publicity

Adam has completed a draft of the promotional video which you will see at the MAMEA board meeting. Vicki and Terri will take it to the NMEA board meeting at NSTA March 25-29. The video will be updated and completed with a final version to be shown to the NMEA 2002 conference attendees! A promotional item is needed to hand out at NMEA 2002 in Connecticut this summer. A group is working on a design for a magnet!

Transportation

Charlie and Andy are contacting local school boards and commercial vendors in the area about mass transit possibilities. There are three evening/afternoon events that require transportation for conference attendees, as well as the field trips on Thursday.

Events

Peggy Sloan, events chair, is busy with the NC Aquarium at Fort Fisher reopening, set for March 22. Work will calm down for her after that and she can focus on event planning. Andy has contacted the Henrietta III paddle wheeler about the Wednesday afternoon river cruise. Terri had made initial contact with the Stegner concert possibilities – “King Mackerel and the Blues are Running” trio – their lead singer is very interested in performing for NMEA! He is contacting his partners who are on tour separately, but Terri hasn't heard anything from him recently. Charlie is to contact the Wilmington Hilton as a venue for the Stegner concert after the river cruise.

Hospitality

Charlie has agreed to be the interim chair of this committee.

Actions Items (not in priority order, Incomplete list – submit additions to Terri)

Decide on a promotional item to hand out at NMEA 2002.

Send *Call for Papers*.

Determine room and A/V needs.

Confirm events (opening @ UNCW, NCAFF, Henrietta III, closing @ Airlie Gardens).

Choose theme for opening event (music needed?).

Book music for Aquarium event and closing event

Confirm Stegner concert performers and location.

Determine list of field trips and transportation needs.

Determine event transportation needs.

Confirm keynote speakers and their fees.

Solicit and secure donations – financial, services, and auction items.

Set exhibitor fees.

Contact potential exhibitors.

Determine overall schedule-at-a-glance.

Develop registration booklet.

Secure space for NMEA board meeting prior to conference.

Put together registration packets and goodie bags.

Solicit UNCW students to assist as campus guides.

Solicit locals as session presenters.