



# Soil & Water Conservation Society

## Michigan Chapter

**April 2, 2010, Executive Council Meeting Minutes**

**Soaring Eagle Casino, Mt. Pleasant, MI**

**(“Action Required” Items are in red italics)**

- Call to Order:** 2:15 p.m. by – Rebekah Dewind, Chapter President
- E. C. Members Attending:**
- |                        |                   |
|------------------------|-------------------|
| Rebekah Dewind         | President         |
| Jean Gagliardo         | President-Elect   |
| Jason Kimbrough        | Vice President    |
| Aaron Lauster          | Past President    |
| Jay Blair              | Treasurer         |
| Dan Kesselring         | Secretary         |
| Abby Smith             | Region 2 Director |
| Kelly Goward           | Region 3 Director |
| Carrie Vollmer-Sanders | Region 4 Director |
- (9 of 10 present – quorum achieved)
- Excused:** Mike LaPointe Region 1 Director
- Absent:** None
- Others Attending:** Sarah VanDelfzijl
- Agenda Changes:** Moved by Aaron, supported by Jay, to approve the Agenda as presented. Motion passed.
- Minutes of 2/26/2010:** Moved by Abby, supported by Jason, to accept minutes as presented. Motion passed.
- Treasures Report:** Treasurer Jay Blair presented a printed Report. Moved by Aaron, supported by Dan to accept the Treasurer's Report as printed.

### Old Business:

**Summer Tour:** Jean reported on the current plans for the Summer Tour to be held August 19<sup>th</sup> and 20<sup>th</sup> near Sault Ste. Marie, Michigan. She presented a draft agenda and reported on possible lodging accommodations. *Jean was requested to check on possible camping facilities also.*

On August 19<sup>th</sup>, the tour will feature Alternative Energy Research and projects focusing on cellulosic bioenergy. On August 20<sup>th</sup> the tour will go to the Sugar Island Culture Camp to view RC&D projects. There will be a vehicle fee for the ferry to Sugar Island - \$10 per vehicle and driver plus \$2 per additional person.

Moved by Aaron, supported by Carrie, to charge \$35 per member, \$45 per non-member, and approve the tentative agenda and schedule. Motion passed.



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**Organic Tour:** Jason reported on tentative plans for a fall Organic Tour in northern lower Michigan. Dates for the tour were discussed and the consensus was to plan it for either October 1<sup>st</sup> or October 8<sup>th</sup>.

**2010 Plan of Work:** Rebekah reported that the Plan of Work is not yet completed.

**Dirt! The Movie license:** Kelly reported that she has not had success getting responses to email inquiries she has made with the Producers. It appears that the company is now working on a condensed 40 minute version of the movie for educational purposes. They would combine that with the full length version with a combined license which might be a better arrangement for the Chapter. Moved by Aaron, supported by Carrie, to table this proposal until the 40 minute version is available. Motion carried.

**Awards:** Rebekah reported that she had been notified that the Michigan Chapter will be receiving the Outstanding Chapter Award at the 2010 Annual SWCS International Conference in St. Louis this summer. Jay moved, and Abby supported, to have Aaron attend the Awards Ceremony to receive the Chapter Award. Motion carried.

**East North Central Leadership Development Workshop Update:** Dan reported that nobody from Michigan attended the workshop. Several possible attendees had other commitments. Dan suggested that the Michigan Chapter should check with the West Virginia Chapter to see how they came out financially, and to offer to help compensate them for any losses. Moved by Jay, supported by Aaron, to approve up to \$100 to help cover the West Virginia Chapter's losses, if any, on the Workshop. Motion carried.

**Advertising Policy:** Prior to the Executive Council meeting, the Policy Committee met. Some questions concerning the advertising policy had come up.

First, the policy limits the size of a company's logo to 2 inch by 2 inch, but does not indicate a size limit for the ad itself. The Policy Committee recommended leaving this open to gain experience with the policy, because the policy does give the Committee and the Executive Council the option to reject an ad for any reason.

Second, the policy allows free advertising for any corporate member, as long as their membership is maintained. This policy should apply only to corporate membership by the company, and does not apply to individual membership by the owner of the company. In addition, the individual membership of an employee of a company does not extend "membership" rights to the company. A company may have "individual" membership in SWCS, rather than "corporate" membership, but that only gives them the privilege to advertise as an "individual" member and not a "corporate" member.

Moved by Aaron, supported by Jay, to approve the change in the Chapter Website and Newsletter Advertising Policy. *Kelly will add this to the Chapter Advertising Policy documentation.*



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### New Business:

**2010 International Conference:** Presently Aaron, Jason, Carrie, Karen Blair, Gaylynn Kinter and Rebekah plan to attend the 2010 SWCS International Annual Conference in St. Louis, Missouri, this summer.

Moved by Aaron, supported by Jay, for the Chapter to pay for Awards Luncheon tickets for the Chapter members who were on the 2009 SWCS Annual International Conference Planning Committee.

Moved by Carrie, supported by Jean, to appoint the Chapter President Rebekah the Chapter Delegate, and Chapter President-Elect Jean the alternate, to the 2010 House of Delegates. *Rebekah will notify Ankeny of the designated Chapter Delegate and Alternate Delegate when the request comes out.*

**2011 Joint Conference proposal:** President Rebekah referred this item to the Professional Development Committee.

**ANR Seminar Feedback and Brainstorm for Future:** Dan reported that participant feedback on the 2010 ANR Week Chapter Seminar *A Matter of Balance: Peak Phosphorus – Balancing Demand, Supply and the Environment* was generally positive with an average rating of 8.7 out of a possible 10. Ratings ranged from 7 to 10. There was more difficulty getting speakers than we usually experience, probably because the topic was so new.

The 2011 ANR Week is scheduled for March 2 through 11, so the next Chapter Seminar would be tentatively scheduled for Wednesday, March 9, 2011, if we keep to the same schedule. The topic will need to be selected and defined by October 25, 2010, and the room reservation is due by October 1, 2010.

Moved by Aaron, supported by Jay, to have *Eco-System Services* be our topic for the 2011 ANR Week Seminar. Motion passed.

**Scholarship:** Jason is now chair of the Scholarship Committee. *The Committee needs to determine deadlines and contacts for getting the Scholarship information and accepting applications. The Scholarship Application form needs to be revised.*

**Update of Committees:** Rebekah reviewed the Committee list and members who had volunteered to serve. All committees are now filled with just a couple vacancies and members to be contacted. *Rebekah asked Regional Directors to each find a member in their Region to represent their Region on the Nominations Committee.* At the present only Region 3 has a Representative on the Committee. Dan will continue as Chair of the Committee, but does not represent a Region.

**Next Teleconference:** 9:00 a.m. Friday, May 7, 2010

Meeting adjourned by call of the President at 5:02 p.m.

Daniel F. Kesselring, Secretary