

TCS Board of Directors Meeting

Monday, April 21, 2008

1:30 – 3:00 PM EDT

10:30 – Noon PDT

ATTENDANCE

TCS President Kristen Fletcher, TCS Past President Paul Ticco, TCS President-Elect Jeff Benoit, TCS Secretary Helene Scalliet, TCS Treasurer Jeff Smith, Executive Director Judy Tucker, TCS Board Members Rick Burroughs, Rick DeVoe, Laurie Jodice, Susan White, Lisa Schiavinato, Tali Engoltz, and TCS Ex-Officio Board Member Christine Patrick and Angela Gustavson.

BUSINESS *Please refer to minutes sent out with the agenda*

Report of E-Votes

There were two E-votes since the last BOD Call.

1. *TCS22 Location*: the motion to hold TCS22 in North Carolina was passed unanimously.

The co-chairs of conference will be Lisa Schiavinato (current program co-chair for TCS21 and Todd Miller (executive director of North Carolina Coastal Federation). The exact location will need to be locked in within the next 6 months.

2. *Off-year int'l conference to be explored by the International Integration Committee*: 9 Board members voted (out of 13) so we had a quorum. 6 voted in favor, so the motion passed.

Note: Efforts should be made to call it “alternate year conference” rather than off-year (so it doesn’t sound like we are having a bad year).

Approval of February Call Minutes

A spelling error was pointed out in the minutes from February 4th.

MOTION was made and seconded to accept the minutes. Everyone voted in favor of approving the minutes of the previous BOD meeting (Feb 4, 2008), so the motion passed.

FINANCIAL PROJECTIONS *Please refer to documents sent by Jeff Smith*

The treasurer has assisted the President and Executive Director a lot in the past couple of months to get a clear financial picture of TCS. TCS has less than \$10,000 in the bank, which is not a lot of money.

Also, in 1st Quarter we’ve used half of our Executive Director funds so that should be of concern to the Board of Directors. It was discovered that TCS relies more heavily on conference income (as opposed to dues, for example) than previously thought. That is a very risky business model. The conference income goals must be met or TCS will be in jeopardy in 2009. The conference has fixed costs – everything has been brought down to the lowest cost already. What else can be done to increase income for conference?

Increasing attendance,
Increasing sponsorships, and
Increasing membership.

ACTION: It would help if Board members registered as soon as possible to bring money in early.

There is a separate conference budget. Most of the conference costs can be paid for after the conference. A few exceptions:

Proceedings (\$4,000)

Graphics designer

Hotel (50% of costs) because prior hotels have not been able to provide reference (\$30,000)

Registration *should* be enough to cover these earlier costs. For the 1st time we have an indication that sponsors will pay before the conference rather than after the conference, which will help.

CONFERENCE UPDATE

Development Progress

We have had a little more success in past few weeks. Special thanks to:

Rick DeVoe - emailed Sea Grant directors,

Patrick Christie - worked with Taylor and Francis and started the discussion about long-term funding

Jeff Benoit and Judy – worked with EPA and secured a solid large sponsorship

We need to net \$65,000 – includes costs etc.... Fundraising goal is about \$100,000. Traditionally we thought we only needed \$30,000-35,000, so this needs to be noted. Board members are encouraged to continue to seek sponsors even if only at the \$1,000 level – usually when it is a small amount we can get it in advance, which helps, and every little bit adds up. We've only received \$3,500 but we have firm commitments for about half of the \$65,000. EPA has indicated they might give more than they originally thought, but they must go through the contract process so we are not sure yet. It would be \$20,000. The Port of LA and Port of Long Beach are probably going to happen too, as well as NOAA.

ACTION: There will be a Development Committee call this Thursday at 1 PM EDT. Kristen will forward the call information for those who would like to join in. The call will focus on ideas for other groups we can approach as potential sponsors. We have about 3-4 weeks to get their name in the final program and to secure them display space at conference. We have limited display space left – only 3 spaces left (\$2500 sponsorship or more).

ACTION: Kristen will send updated sponsor sheet (from April 14). This spreadsheet will show who has an exhibit space (sometimes 2 sponsors are combined in 1 space).

Call for Moderators

Thanks to those who responded already. There is still a need for 6 moderators. Most sessions are in the effective integration and the land and watershed use tracks and there may be a spot in the climate change track. Check out the updated draft concurrent sessions on the TCS21 website to see if something looks interesting to you.

ACTION: Contact Lisa to volunteer for a moderator position.

Marketing for TCS 21

On the positive side, there is a very good program for this conference. There will be really good speakers, and more abstracts were submitted than before. This is a great program to offer to the

participants. Some energy companies may send people to the conference rather than a cash sponsorship, and that is very valuable too. We are “ready for business”.

ACTION: Start reaching out to people to attend the conference. Ask them to register early before May 19 (although if they register after May 19 it helps us financially).

Activities for BOD at Conference

There will be a BOD quarterly meeting from 2:30 to 5 PM on Saturday. Then a TCS21 Planning Committee meeting from 5-6 PM – BOD is invited to attend. Open dinner with planning committee (on your own dime). It means a lot to the Planning Committee to have the opportunity to talk with the BOD, so please plan on attending. Field trip/workshop on Sunday (not separately on website but in registration form) then 6-8 PM welcome reception.

NO ACTION

Continuation of Coastal Resource Recovery Fund (CRRF)

TCS is planning on partnering with a chapter of the Surfrider Foundation in the LA area to identify a program for CRRF support. It will give TCS 21 attendees an opportunity to donate their time (probably a beach clean up) and/or their money (toward the resource recovery project). Those unable to attend TCS 21 will be able to donate online at the TCS web site.

It should be noted that the results of the TCS20 survey showed that people were not comfortable with being bombarded with requests for money, especially students. It is not clear if it was because of CRRF or because of membership solicitation. How can we get more members and get donations for the Fund without making them feel bombarded for requests? One way to address: be extremely specific about what project CRRF is supporting, and how membership would add to their professional development or career.

ACTION: Board members are needed to volunteer to collect donations during social events at TCS 21. Contact Christine.

We could involve students in fundraising. We need to reactivate the website to receive money for CRRF if we want. We need to do background research on how to do fundraising in the State of California.

ACTION: Christine will talk with Kristen about how to do fundraising in California during the development committee phone call later this week.

ACTION: Christine will let Helene know if the website needs to be re-activated to accept money donations for the CRRF.

Student travel scholarships

Jack Wiggin is taking the lead. We need to have something to the students in the next few days. We have \$2500 – either 10 at \$250 or 5 at \$500. Students need to know so they can decide of their travel plans. The student chapters are anxious to find out.

ACTION: Rick and Christine will work with Jack on that in the next few days. The goal is to provide the information to students by the end of this week, so that students can submit request by May 2.

DISCUSSION OF HONORING MARC HERSHMAN *See Recommendations below*

Many suggestions were made for honoring Marc Hershman both in the long-term and at the conference.

JOCI – Joint Ocean Commission Initiative – showed interest in having TCS adopt a mentoring award in Marc’s name and given to a student at the conference every two years. TCS responded that it wouldn’t sponsor the award but would be happy to give them time during awards luncheon to give it out if they wanted to, but they’d have to sponsor it and choose the recipient themselves. One-time opportunity since we don’t have a say in who/how they choose.

The Board supported a recommendation from a task force to honor Marc by naming a keynote speaker at each conference in the future. A named award would be lost among the other awards currently given.

CMJ is discussing having an issue dedicated to Marc – it would have some articles directly about Marc’s issues.

For TCS21 – Bob Goodwin will write a page about Marc for the inside cover of the Final Program and Proceedings, and also a running slide show during the Awards Luncheon on Wednesday.

ACTION: If you have photos about Marc both in a professional or personal setting, contact Paul or Bob.

ACTION: Kristen to contact Geraldine Knatz to tell her she’s been named Marc J. Hershman Keynote Speaker for TCS21.

UPCOMING BYLAWS CHANGES

Following the planning done by the Board in early 2007, several changes to the bylaws are needed to implement new programs and procedures.

Changes to date include:

- addition of new membership categories
- Addition of two committees: Chapters and Executive
- Robert Knecht Award to a promising young professional

The timeline for the bylaws changes:

Committees’ bylaws proposals & rationale to Kristen by May 19

BOD discussion via email through early June

Presentation at Members Breakfast at TCS 21 (Tuesday)

BOD E-vote post conference July/August (after we have received comments from membership)

Fall Members Vote

ACTION: Committees with proposed changes to reflect changes in programming should give them to Kristen by May 19.

ACTION: All BOD to scan through by-laws for additional suggestions for changes.

UPDATE ON CMJ AGREEMENT

Taylor and Francis is excited about working on a supplemental agreement with TCS. Patrick Christie has secured a \$5000 TCS conference sponsorship and a \$1000 award for 2 students to receive the Marc Hershman travel student scholarship. (TCS gets to choose recipient(s)). In addition, T&F would sponsor \$5000 for a TCS event (most likely at CZ) on alternate year, for additional programming. T&F offered to promote TCS through various marketing strategies. The supplemental agreement was sent out to the BOD for approval. This will go out for a vote in next few weeks. After the conference there will be a discussion about the sponsored activity in the alternate year.

T&F is willing to distribute free copies of CMJ to other organizations which can be found in the World Bank and United Nations' lists of developing countries. TCS would present the list of proposed institutions to T&F. We could do a call for suggestions from the membership, then check recommendations against WB and UN lists and forward to T&F.

ACTION: Patrick Christie needs help with putting together a potential list of organizations who would be recipient of free copies of CMJ. Judy/Tali will ask Ariel if the International Integration Working Group can do this. T&F would like to talk with some BOD members for breakfast during TCS21 – if we had done some preliminary work before that and present it to them at that time, it would be great.

TCS POLICY RE: INVOLVEMENT WITH OTHER MEETINGS (BENOIT)

Within the next two weeks, we will be receiving a copy of proposed policy. Judy and Jeff have worked for 4-5 months on process/criteria for how to evaluate requests for TCS to be a sponsor. How do we get involved and at what level? Look for the upcoming proposed policy on this topic.

COMMITTEE REPORTS

Chapters – no report

Communications

- The committee needs to add a new member – we need recommendations!
- Is there a “TCS Brochure” and if yes, does it need to be updated? Is it still necessary in the era of Internet?
- Is there a need to update a list of audiences for TCS messages and products?
- Should we be coordinating more closely with the folks in charge of communication for TCS21? TCS21/Bulletin liaison is Christine Patrick – she is a natural link between TCS21 and communications group. We also have Jim Faucett in CA doing some outreach work for TCS21.
- There is a question as to the pricing of the shipping fees for past proceedings. Currently each proceeding requires an additional \$4-5 for shipping, but the buyer must do all the calculations themselves on the PDF order form. We recommend including shipping fees in the price for each copy to make it easier.

This can be figured out by the Communications Committee, no vote necessary.

ACTION: Helene, the Chair of the Communications Committee, will talk with Kristen and Christine.

Development – see “conference update” above

Education – no report

Membership

The Membership Committee requests that the TCS Board approves the following recommendations:

1) Publish all issues of the TCS Bulletin via the public access web site for the remainder of this year, while additional membership benefits are being developed, and re-evaluate this recommendation by the end of the year.

MOTION was made and passed unanimously.

2) Dues for both new membership categories, new professional and retired, will be \$40 to allow for a small amount of revenue to contribute to programming opportunities within TCS.

MOTION was made and passed unanimously.

New professional and retired category are going up from \$35 to \$40 so that TCS can make *some* benefit on the membership, as recommended at a previous meeting. “New professional in field of coastal management” is defined as 2 years after initial payment of membership. The honor system will apply. This would not happen until membership renewal in January 2009. These categories will be added to the registration form in future conferences and on the website.

The price is reasonable with respect to regular membership, but very cheap compared to other organizations. We are one of the least expensive societies to belong to – perhaps in the future we should consider raising membership dues. However, students are concerned about the membership benefits not being very compelling. Students generally don’t roll over into professional members– they drop out for awhile and then drop back in. This is the first time our dues have been up so 1st quarter were the first ones to be hit by it. 57 were due but only 11 renewed. The Board should help find out why 46 are not renewing. Judy will send an automatic reminder but maybe we need a personalized reminder from BOD.

ACTION: The Membership Committee will look at membership benefits and consider balancing them out with higher membership dues. For example, members could have reduced registration rate for the conference.

ACTION: Judy will send the list of First Quarter 2008 renewals. Board members should find names of people they know in that list and contact them directly. Susan will send a “talking points’ document.

ACTION: The Membership Committee will continue work on membership categories for the changes to the by-laws. We would likely have initial discussion on adding honorary and corporate categories.

ACTION: The Membership Committee will forward to the Board ideas on how board members can contribute to TCS21 (recruit, show value, etc...) We should strive to impress with our attitude and recruit more participants!

Special Projects – no report

Strategic Planning – no report

International Integration Working Group – no report

Influcation Working Group – no report

Last idea of the day: Committees should consider organizing a committee meeting at TCS21 conference to engage membership!

Many thanks to NOAA's National Marine Sanctuary Program for sponsoring the call.