

**The Coastal Society Board Meeting  
Conference Call  
September 6, 2007  
12:00 pm EDT**

Attendance: TCS President Kristen Fletcher, TCS Past President Paul Ticco, TCS Secretary Helene Scalliet, Executive Director Judy Tucker, TCS Board Members Larry Hildebrand, Patrick Christie, Rick Burroughs, Tali Engoltz. Susan White, TCS Ex-Officio Board Member Christine Patrick.

WELCOME FROM TCS PRESIDENT KRISTEN FLETCHER

Kristen Fletcher thanked those in attendance for making this special call to revisit a few things from the July meeting.

MINUTES OF PREVIOUS BOARD OF DIRECTORS MEETING (7/25/07)

**The minutes of the previous Board meeting held July 25, 2007 were approved unanimously.**

CMJ SUBSCRIPTION

Kristen Fletcher reported that Judy Tucker had been an enormous help in working with Taylor and Francis (T&F) in answering some questions that were raised during last Board meeting. A few more issues needed to be discussed with the Board.

Judy referred attendees to the memo sent by Kristen prior to the Board conference call and added that T&F are very flexible in working with TCS. There seems to be general consensus that we will provide online subscription for all members (except students), but that members will have the option for print subscription at a higher cost if they wish.

For the easiest distribution of the online subscription (password-protected online portal) as well as least amount of administrative burden on TCS staff, there needs to be changes in the TCS membership process. These are:

- **Creating a membership portal** through which member goes to subscribe. This eliminates a voucher, which would add a middle step. It would require a small time commitment from the member initially (go to TCS website, follow link to T&F to put in member info – and from then on the member is in the system and only needs a password to get the journal). This is the only way to control that members only get subscription – we need to make that part of our membership website password-protected.
- **Changing membership renewal to calendar-year basis** so that everyone's membership is renewed at the same time.

Judy made clear that if we don't choose either of these actions, we can still have a subscription packet – but that would involve a lot more administrative work from TCS staff as well as T&F.

Several questions were raised in the last call, and they are answered in the memo send prior to this phone call. For example, the issue of members who renew for multiple years has been answered. **Please refer to the memo for more information.**

Questions raised by the Board:

- Have we asked membership if they prefer to go to calendar year?
- How about students who might prefer an academic year schedule?
- What about people joining at different times of the year?

Answers:

- We have not directly asked members about changing the membership renewal date

*Pros:*

While we have not asked the members, there does seem to be general confusion about renewal dates among members. Having renewal on the calendar year might alleviate that confusion

- It is the Board's responsibility to the members to provide the best services and to reduce administrative costs

*Cons:*

- T&F would have to send 12 different sets of vouchers for all members if there is not a set renewal date once a year

- The calendar year could start in the summer to accommodate students.

*Pros:*

- Might work with students' schedule better

- Would still align all membership renewal dates

- Would occur after a conference (on conference years) so the person in charge would not be too overwhelmed at once

*Cons:*

- Does not align with T&F schedule, although that is flexible

- With a calendar year, we would need to develop a pro-rating system.

*Pros:*

- Members would get their money's worth for a full year membership regardless of when they join

- Might provide incentive for students to join in the Fall and get a couple of months' free membership

- It would still be easier for TCS staff (and T&F) to handle membership renewal once a year.

*Cons:*

- It would take initial effort to set up the pro-rating system.

**ACTION NEEDED: After background information is compiled, Board will vote on whether to switch membership renewal to a calendar year schedule.**

## MEMBERSHIP

The bylaws give the board the authority to raise dues. However, the board previously indicated they wished to ask the membership to vote on a dues increase that would include an automatic subscription to CMJ. The increase in membership dues would cover the CMJ subscription and the rise in programming and administrative costs.

After discussion, the Board affirmed that it will not ask the membership directly but will move forward with dues increases, with a strategic marketing plan in place.

### *Pros:*

- The Board clearly has the authority to increase fees without asking the membership
- This topic has undergone serious analysis by the Board and may be ripe for action without further delay
- The member survey last year showed that the majority of those who responded (which was a low percentage, about 10-15%) agreed with an increase in membership dues of up to \$23/year.

### *Cons:*

- Members might vote against it, not wanting an increase
- The member response rate might be very low, not allowing us to move forward

Conclusion: The Board decided to move ahead with a membership increase without further delay. We need to give a few days for other Board members to respond, and then go ahead with T&F once we have a vote.

**ACTION: Membership committee to offer recommendations to Board, followed by Board vote.**

**ACTION: Following vote, membership committee to develop a marketing package describing the new membership costs and benefits.**

## COMMITTEE REPORTS

**International Integration** – no report

**Membership** – The membership committee provided a document outlining ideas of tasks they want to take on in the short term, about 6 months. They will also have to work on membership due increase, per today’s conversation. **No one contested any of the ideas put forth in the document provided by the Membership committee.**

**Education** – Rick Burroughs is taking a look at marine affairs programs around the country. The committee is working on education career fora for TCS 21 to invite professionals and students to plan open forum for TCS21. The question posed at the forum would be: “do current education program match current attractive career opportunities?” This would connect students from different regional chapters.

Responses to this idea: It sounds like a great development from what was done in TCS20. Moreover, Paul Ticco mentioned that it is timely in light of an article in a summer issue of *The Chronicle of Higher Education* that took a hard look at current marine affairs programs and concluded that they aren't matching career opportunities.

**ACTION NEEDED: Paul Ticco will send out a summary of the article.**

#### TCS 21 FUNDRAISING

The fundraising committee's goal is to have the official TCS21 sponsorship call in the next 2 weeks. Some sponsorship requests are out already, and that is fine. Paul Ticco has agreed to help lead the sponsorship effort – Kristen and Paul are now working on a plan to institutionalize how we do fundraising for future TCS conferences.

Kristen asked if there was anyone on this call who wants to help with fundraising.

**ACTION NEEDED: Anyone interested in helping with fundraising for TCS 21 should email Kristen.** Patrick Christie will look into Taylor and Francis sponsorship.

The question was raised of whether the fundraising committee would develop a template for Board members to ask for sponsorship. Kristen replied that it is appropriate for Board members to make initial contact with potential sponsors, but then the Fundraising committee will take over from there to ensure consistency in messaging and to keep track of all the potential sponsors. The committee is looking for ideas on who to contact, and/or information on folks initially contacted by Board members. Board members can make initial contact, and then tell Kristen/Paul about it and they will follow up themselves. When giving information to Kristen and Paul, please make sure have full contact information for the person with whom to follow up.

**ACTION NEEDED: Following the TCS 21 Sponsorship Committee call, the committee will provide guidelines to Board members on the kind of entities we are looking for as sponsors, and what to ask for.**

#### OTHER TCS 21 INFORMATION

Kristen Fletcher reported that TCS 21 already has a great planning committee of about 15 people, with everyone taking leadership roles and pitching in.

**The TCS 21 Call for Abstracts is this week.** Lisa Schiavinato will join on next Board meeting to give an update.

We need someone to design our preliminary registration piece and program and abstract book. We will use the same template as last year so this is not a huge undertaking. Need designer for this as a sponsorship.

**ACTION NEEDED: Email Kristen if you have leads on graphic designers for TCS 21 as an in-kind contribution.**

**The TCS 21 website is up and running.** The planning committee website is still in construction. There is a Plenary sub-committee call today. Minutes will be accessed on the planning committee website, once it is operational.

#### CONFERENCE LOCATION DISCUSSION

The Board discussed how TCS makes decision on conference location. In the past it has varied depending on the Board. The president made the decision, sometimes with or without approval of the Board. This issue becomes important as we are starting to plan further into the future (which is good). Fletcher reported that the Board needs to focus on how this decision can be made in a strategic and consistent manner.

Paul Ticco, Jeff Benoit, Kristen Fletcher and Judy Tucker put together a few ideas on how this process would work including options which involve creating a sub-committee that would look at options for various locations and then make a recommendation to the Board and/or the past and current Presidents and the President-Elect.

Kristen asked for Board members to chime in their opinions regarding this topic. What could other options be? Which would make the most sense? She emphasized that it is important to take in consideration the knowledge of past and current presidents and the president-elect because they will be president during that conference. If we decide 2 conferences ahead, we don't have the option to involve the president elect in deciding the location of the conference that will be held during their presidency. In this case, the Board should tap into the extensive knowledge of the current and past presidents.

Question: Is it difficult when you are president to have the conference in CA? Should the pres-elect have a larger say in where it occurs?

Kristen's response – she was involved in the discussion on where to have the CA conference. It made sense to have it there for TCS considerations (membership distribution, past locations), including the impact the conference will have on the incoming president.

Paul Ticco pointed out that the end result of three of the four options is the same: the past and current presidents and president-elect make the decision. It would be difficult for the whole board to make the decision – might be a split vote, might not have each member very knowledgeable on all the background and considerations.

Judy Tucker pointed out that after the city is selected, the Board still has a say in the planning on the conference. The Board has to agree to make a commitment before signing a contract with a particular hotel/conference center. This adds checks and balances to the process– the Board has input at beginning and then again at the end, even if the Presidents make the decision on the city of location.

As an example of another organization's selection process, Larry Hildebrand explained that CZ Canada rotates around the 4 coasts as required in their by-laws. It would be useful to have a set of criteria/guidelines for selecting particular location.

The options presented in the document sent prior to this call need to be expanded a bit to explain which body (sub-committee, Board, or presidents) will provide which recommendations (Cities? Regions? One or more options?) at what stage in the selection process, and who will make the final decisions.

**ACTION NEEDED: Kristen will send the guidelines/criteria for selecting location that have already been developed to the Board. Kristen will also send a revised memo with the options to the Board for a vote.**

**ACTION NEEDED: After an initial opportunity for discussion, the Board will vote on policy on this.**

#### ELECTION NOMINATIONS

TCS Elections are coming up. Paul Ticco gave a list of board member status for next election:

- Bob Goodwin – eligible to run for 2<sup>nd</sup> term but he will probably not run
- Larry Hildebrand – not eligible to run for Board seat, but could run for another position
- Jeff Smith – candidate for treasurer
- Patrick Christie– currently in year 2
- Tali Engoltz – just began her term
- Laurie Jodice – still has this year and next year left in her term
- Rick Burroughs - just began his second term
- Ariel Cushnir – still has this year and next year left in his term
- Susan White – just began her term

Process: Paul is accepting individuals' names as recommended nominees from the Board. The process is that once a list of potential nominees is established, the president speaks to them individually and gauges their interest and willingness to serve. There will also be an email sent to all TCS members requesting recommendations. TCS President Kristen Fletcher will contact past unsuccessful nominees as well to see if they are interested in running again. The vote will be held in October/November so the elected board members know the outcome by Thanksgiving. They then are invited to attend their first meeting in December, and officially start their term as voting members on January 1st.

Issue: Last year we had too many names on list for the election, resulting in Board members elected by a small margin. Do we need to change this?

**ACTION NEEDED: Board members should forward names of potential candidates to Paul Ticco.**

#### ENDING REMARKS

Thanks to NOAA's National Marine Sanctuary Program for sponsoring today's call.

Cross-cultural enlightenment by Larry Hildebrand. A Canadian public tv had a contest to come up with the Canadian equivalent of the expression “as American as apple pie” – the winner was “**as Canadian as possible under the circumstances.**”

Meeting adjourned at 1:30 EDT.

Minutes presented by TCS secretary, Helene Scalliet.