

**TCS Board Meeting  
December 8, 2004  
4:00 PM EST**

Attendance: TCS President John Duff; TCS President-Elect Paul Ticco; TCS Treasurer Mo Lynch; TCS Secretary Lindsay Fullenkamp; TCS Board Members Tom Bigford, Laurie Jodice, Rick Burroughs, and Ruth Kelty; TCS Ex-Officio Board Member Bob Goodwin; TCS Executive Director Judy Tucker; and incoming TCS President-Elect Kristen Fletcher

Larry Hildebrand could not attend because he was at a Gulf of Maine Council meeting.

John Duff thanked Tom Bigford for sponsoring the call.

- I. John Duff put forth a recommendation to make Ariel Cushnir an ex-officio member of the board for a two-year term, running from January 1, 2005 to December 31, 2006. Ariel currently co-chairs the education committee. The recommendation passed unanimously. John thanked Ariel for all of his efforts.
  
- II. Secretary's Report  
Lindsay Fullenkamp reported on actions taken by the board since the last meeting. John Duff accepted Tom Skinner's resignation from the board. The Board approved the appointment of Ruth Kelty to fill the remainder of Tom's term, and welcomed her to the board.

In an electronic vote:

**MOTION:** To accept the minutes of the October board meeting.

**VOTE:** Of 13 possible votes, seven were cast, all affirmative. **MOTION CARRIED.**

- III. Election Report  
The results of the 2004 TCS election were:  
President Elect:   A. Cushnir    21  
                          K. Fletcher    42  
  
Treasurer:        M. Lynch        56  
  
Director:           B. Goodwin    42  
                          L. Hildebrand 37  
                          B. Davis       26  
                          T. Hensen     16

In an electronic vote:

The motion was brought by a committee (the Nominating Committee), so it was in seconded form.

**SECONDED MOTION:** To accept the results of the 2004 TCS election.

**VOTE:** Of 13 possible votes, 10 were cast, all affirmative. **MOTION CARRIED.**

#### IV. Treasurer's Report

\$24,354	checking account
<u>\$29,072</u>	investment account
\$53,426	assets as of 11/30/04
-\$2,200	third quarter invoice from Judy Tucker
<u>\$1,200</u>	dues income deposited since 11/30/04
<b>\$52,426</b>	<b>financial position as of 12/8/04</b>

#### V. TCS20 Report

A contract was signed with the Tradewinds Resort in St. Pete Beach, Florida. The conference will be held May 13 – 18, 2006. Paul Ticco asked the Board to identify possible partners and sponsors. Gib Chase is working on an MOU with the U.S. Fish and Wildlife Service, and they would like to get more involved with TCS conferences. The Estuarine Research Foundation is also looking to get involved. Tom Bigford offered to help with an ERF sponsorship. John Duff reminded the board that if sponsors do not work out for TCS20, that board members should develop relationships for possible sponsorship of future conferences.

Paul Ticco asked the board to think about possible themes. He would like the theme to be broad. He will wait for the results of a survey to the membership about their topics of interest before deciding on a theme. The board could also review the results of a survey by the Coastal States Organization.

Bob Goodwin suggested a "Coastal Hazards" theme. The USGS could provide an earth sciences dimension. It would give conference attendees a look at opportunities for re-development of areas of Florida affected by hurricanes.

Kristen Fletcher suggested a discussion of leadership in the re-development of the coastline.

#### VI. Membership Report

Tom Bigford and members of the Membership Committee compiled a document dated December 6, 2004 titled "Background Information Related to the Coastal Society's Membership Plan." The document was circulated to the TCS board.

Tom asked the Board to review the document. Tom asked the board members to think about how many members TCS needs, and how many it can support. He also reminded the Board that the Membership Committee will not be implementing the plan, and to think about the role Board Members can play in implementing the membership plan.

Tom would like to have the plan finalized by the end of January, and asked the Board to provide their input. John Duff asked the Board to pay special attention to turnover

and retention of members. Laurie Jodice mentioned that member retention may be linked to their involvement.

The Membership Committee developed surveys for TCS members on the benefits of joining or renewing. They would like to send the survey out in the next four to five weeks. The TCS20 topics survey could also be included. Ruth Kelty mentioned that an e-mail survey could be better than a traditional mailed survey. Kristen Fletcher mentioned using Survey Monkey, an online survey tool.

Bob Goodwin suggested we encourage people to renew their memberships by sending out multiple mailings. The Board could increase visibility by co-sponsoring other events. The Board would have to develop a process for approving sponsorships. If the event was a meeting, the Board could review the agenda, then publish a summary of the meeting in the Bulletin. TCS could also increase visibility by developing a display that could be used at such meetings.

The Board also discussed having members pay dues online using Paypal or another system.

Tom Bigford asked Board Members to send him any other ideas or suggestions.

#### VII. Communications Report

John Duff reported that Bulletin 26(3) was distributed in November and 26(4) was due out in late December. He also said he would like past issues of the Bulletin to be scanned and made available in a .pdf archive on the TCS website.

**ACTION ITEM:** Laurie Jodice will check the capacity of the TCS website.

A Request for Proposals for TCS Bulletin production and website maintenance was developed.

In an electronic vote:

**MOTION:** To accept the Request for Proposals for TCS Bulletin Production and Website Maintenance and begin distribution of the RFP.

**VOTE:** Of 13 possible votes, seven were cast, all affirmative. **MOTION CARRIED.**

John asked members of the board to distribute the RFP.

**ACTION ITEM:** Lindsay Fullenkamp and Paul Ticco will review the responses to the RFP.

The selection of editors to allow Bulletin 27(1) to come out in the first quarter of 2005.

#### VIII. John Duff sent a note of appreciation to the Board for a rewarding term as TCS President. He also thanked Past-President Walter Clark for his service.

IX. Adjournment

**MOTION:** Rick Burroughs motioned to adjourn the meeting.

**SECOND:** Laurie Jodice seconded the motion.

**VOTE:** Of eight possible votes, eight were cast, all affirmative. **MOTION CARRIED.**

The meeting was adjourned.