

# Vermont Education & Environment Network Spring 2020 Board Retreat

March 6 - 9AM - 12PM  
2 Main Street Randolph VT

## Agenda:

[Notes on pages below]

Here is today's Zoom info: <https://us04web.zoom.us/j/554079228>

**In Attendance:** Ashley, Kerri, Beth, Lauren (virtually), Caroline, Nicole, Chris

Facilitators: Lauren, Ashley, Kerri

Notetaker: Caroline

## Agenda

**9 -9:05 Welcome Caroline!**

**9:05 - 9:15 Housekeeping** (review agenda, bathrooms, trash/compost, lunch time, note taker: Caroline, making sure everyone has access to agenda & notes)

**9:15 - 9:25 ~1 minute check-in's**

**9: 25 - 9:35 Updates from Committees: [Committee List](#)**

- Financial and Membership Committee - Fees (vote)
  - Financial update - Lauren will work on putting together a 2020 budget to propose to the board
  - Membership Committee met on 2.6.20
    - Current membership rates & benefits:
      - **Individual Members - \$20\*** (Students/Intern - \$15) \*online listed as \$25
        - Free admission to membership events
        - Discount on registration to the annual NEEEA conference and the Network sponsored conferences
        - Listed in the Network on-line directory
        - The Network quarterly e-newsletter – are we still doing an e-newsletter or will this be the blog? Combo of the two?
        - Ability to post events, jobs, and opportunities to the Network website
      - **Organizational Members - \$50\*** *Organizational memberships get all of the above plus:* \*online listed as \$55
        - A link from the Network website to the organization's website
        - Full benefits of membership (above) for three staff members.
        - This includes the organization's (contact info?)

- The Network primary contact plus 3 additional staff members. Memberships for additional staff members (beyond 4) are \$10 each.
  - Student \$15
- Proposed membership amounts: Keeping the same benefits +
  - Individual - \$25 (increase by \$5)
  - Organization - \$65; keep \$10 for additional beyond 4 (increase by \$15)
  - Student - \$15 (stays the same)

**9:35 - 10:15 Committee Work Time:**

- **Executive Committee** - N/A Does not need to meet
- **Financial Committee** - N/A Does not need to meet
- **PR and Communications**
  - Member specific letter about updates
  - Personalized emails to past members to renew membership
    - \*need to figure out paypal first...\*
  - Recruitment email with the Network offerings
- **Membership** [Notes from 2.6.20 Membership Discussion](#)
  - Create a list of what members “get” and how to achieve this
  - Brainstorm list of membership ‘push’ before retreat: [Current Membership List and Potential New Members](#)
    - PR committee another roll out of name & membership date? Share to email others’ lists?
    - membership email
    - Post blog on our VEEN website
    - Share with climate change education collaborative
    - Farm to School Network listserv
    - Undergrad interns
    - Wellborn Place based newsletter
    - [Vermont Learning for the Future](#) (Note: I noticed that we, as VT State-Wide Environmental Education Programs, are listed as a partner at this link. Need to update.)
- **Nominating New Board Members** (by laws - at least 9 but up to 16)
  - Reach out to folks to join board - brainstorm a list
  - 2-4 spots
- **Task Force - Spring Gathering 2020** (Caroline & ??)
  - Figure out location
  - How to recruit (Caroline creating email to send out)
  - Idea from past conservation with Lauren, Caroline & Ashley
    - March 25th membership gathering after World Water Day event
      - simple meet/greet with members/potential members at Skinny Pancake (or at Main Street Landing in meeting space)
      - Raffle prizes?
        - Gift cards or discounts to member orgs (Shelburne Farms? ECHO?)

- A free membership for the year?
- Quick presentation on VEEN - new name, vision for future
- Discussion posters - input from members
  - What type of PD do you want to see/need?
  - What sort of organizational support do you need/want?
  - What would you want as membership benefits
  - What sort of communication do you want to see? Blog? Newsletter? Willing to contribute materials for blog/newsletter?

**10:15 - 10:25 Break and Snack**

**10:25 - 11 Share Out & Feedback Session for Committees**

**11 - 12 Other Board to-do's**

- Sign up for blog post - [VEEN Blog Posts 2019 - 2020](#)
- Set monthly meeting times - [Potential Conflicts for Spring/Summer 2020 Monthly Board Meetings](#)
  - Alternating meeting times (12-1 and 3:30 - 4)
- Setup meeting time for Executive committee
- Regionals hubs - Southern VT and Northern VT - What events are happening in those areas that we could collaborate with? Who can we connect with in those areas to assist with outreach?
- **Caroline:**
  - Discuss best ways to communicate (mainly calendar invites/scheduling meetings)
  - Who needs help?

**Lunch (stay and linger if need be)**

# Vermont Education & Environment Network Spring 2020 Retreat Notes

## Check in-s

- Caroline - trip to Mexico, looking forward to working with you all and assisting
- Beth - lots of events happening with work
- Nicole - town hall meeting week highs and lows. Talked about group she saw in Montpelier that worked with high schoolers (vermont learning for the future)
- Lauren - on Zoom due to sickness. Some things changing at winooski park district
- Kerri - just getting back from NZ. Getting back into several projects. Wrapping up Climate Resiliency Fellowship in April- 40 teachers in climate change
- Chris - ski trip out in california with grandson and other grandson in CO. Professionally - Big meeting for 4 winds staff in April, receiving Schoolyard Improvement grant proposals from schools and enrollments for next year.
- Ashley - wife won race in Florida. Ashley surprised her in Florida. Work wise - will be teaching place based leadership course for 2 week this summer to UVM undergraduate students course.

## Committee updates

- Jenna Guarino has informed the executive board that she will be stepping down from the Board.
- Financial (updates by Lauren)
  - Paypal problems. Cannot currently pay for membership but Lauren is working on this.
    - Membership - could pay with check and send to lauren if people are chomping at the bit
  - Hoping to put in budget for 2020 by next virtual meeting in April
  - Action item - Ashley check in with Dealer for grant?
- Membership (updates by Lauren)
  - Increase membership rates
    - reasons = new website fees, taking on Admin Coordinator position, and event exposure in the future.
  - Proposed membership amounts: Keeping the same benefits +
    - Individual - \$25
    - Organization - \$65; \$10 for additional beyond 4
    - Student - \$15
  - Vote on new membership fees
    - Motion to raise fees - Kerri
    - 2nd - Lauren and Nicole
    - Vote: unanimous
  - What should a membership entail? Ideas (**nothing settled upon...**)
    - Example - Kerri (Shelburne Farms is part of Vermont Attractions Association that has a list of discounts). Information is updated on list every year, everyone has cards to prove employment to business, sometimes have to get letter from employer as well to use discounts.
      - How to entice membership?
        - Event list for the upcoming year - members - free or reduced and non-members 2x price
        - Co-Hosting events with VEEN name?
        - Registration fee for event (for non members) includes membership fee automatically added

- Membership Brainstorm ([2018 Membership List](#))
  - Spent 20 minutes creating a list of new folks to reach out to (see potential new members tab at the bottom of the document) - assigned board members to this
  - Also, on the look out for potential people to ask to be on Board. Beth/Nicole and Kerri had talked about two people (i did not catch their names). Nicole confirmed that it was Kat Robbins (place-based and community connections coordinator at Woodstock Union Middle High School; she collaborates with Marsh-Billings-Rockefeller National Historical Park, etc.) I am not sure about Kerri
- Newsletter versus blog discussion?
  - Overall decision - Board members will still write blogs (short and sweet. No need for anything lengthy). Admin Coordinator will write 4 E-newsletters per year (one per season)
    - Upcoming [VEEN Blog Post Assignments 2019 - 2020](#)
      - Caroline - March (introducing self & talk more about rebranding)
      - Rebecca Roy - April (Earth Day)
  - E-Newsletter
    - Timeline
      - Spring - March 15th (maybe earlier because of World Water Day event)
      - Summer - July 15th
        - **action item:** need know the september membership date before this is sent out
      - Fall - September 1st
        - **action item:** need know the september membership date before this is sent out)
      - Winter - January 4th
    - Template ideas for E-newsletter (WildApricot has templates)
      - Blog lead in (link to full text on website)
      - Member Highlight (brief bio + their work)
      - Highlight Upcoming a few Events (+link to website)
      - Job/Internship highlight a few (+link to website)
- **Spring Gathering** Updates/Notes (**action item:** Caroline is the lead but would love help. Anyone?)
  - Officially decided date at the Retreat. We will tie in our Spring Gathering with the World Water Day event in Burlington
    - **Date:** March 25th
    - **Location:** Main Street Landing Performing Arts Center, Burlington Vermont
    - **Time:**
      - World Water Day event from 4pm-6:30 (drop in to see student artwork gallery, enjoy snacks, hear speaker (include speaker details) award ceremony etc.)
      - VEEN Spring Gathering would be after the World Water Day Event (6:30-7:30pm)
    - **Action items**
      - Caroline will contact Colleen Hickey and Steph Larkin to see about using Main Street Landing after the event (sent email 3/9 morning)
        - Need to find out if we can serve drinks
        - Can we have snacks?
      - Caroline will draft up email to send to members by 8pm **Friday March 13**
- Monthly meetings (from April - September)
  - Option 1: **First Tuesday** of Every Month (rotating b/w 12-1 & 4-5)
    - April 7th @ 12pm - 1pm

- May 5th @ 4pm-5pm
- June 2nd @ 12pm - 1pm
- July 7th @ 4pm-5pm
- August 4th @ 12pm - 1pm
- September 1st @ 4pm-5pm
- Option 2: **Second Wednesday** of Every Month (rotating b/w 4-5 & 12-1)
  - April 8th @ 4pm-5pm
  - May 13th @ 12pm - 1pm
  - June 10th @ 4pm-5pm
  - July 8th @ 12pm - 1pm
  - August 12th @ 4pm-5pm
  - September 9th @ 12pm - 1pm

### **Bike Rack**

- Dealer.com grant

### **Action Items for Caroline:**

- Send out notes from March 6th meeting
- Check main street landing spaces available (called/left voicemail for colleen on March 9th. Also, sent email to colleen, stephanie and cced ashley)
  - Would like answer by March 10th...
- Create doodle poll for monthly meetings/send out email
  - **Action Items:** Someone from exec board confirm i wrote these down correctly
  - **Action Items:** Once verified Caroline will send out Doodle Poll to see if people like Option 1 or Option 2 better
    - Hoping that everyone can make at least 4 out of the 6 scheduled options
  - Once we pick option will revisit in September to see if this schedule still works for people
- Create an email to potential new membership by **March 13th**
- Send out Spring E-newsletter by **March 15th**
  - format for e-newsletter (mimic upper valley teaching place e-newsletter)
    - Upcoming events
    - Featured blog posts
    - Featured member / organization
    - Jobs / internship
- Figure out official membership prices & update website?
- Need to know Fall Member Gathering BEFORE send out July Newsletter

Kerri:

- Discussion posters - for spring gathering to gather input from members
  - What type of PD do you want to see/need?
  - What sort of organizational support do you need/want?
  - What would you want as membership benefits
  - What sort of communication do you want to see? Blog? Newsletter? Willing to contribute materials for blog/newsletter?

- Butcher Block paper - with posts it's on