

Florida Chapter of The Wildlife Society
 Fall Business Meeting
 Hugh Taylor Birch State Park, Ft. Lauderdale
 Tallahassee, Florida
 October 26, 2010

Topic	Discussion	Action
Call to Order	President A. Brunell called the meeting to order at 1:17 p.m.	
Reading of the Fall Minutes	M. Ausley motioned to approve the spring business meeting minutes. B. Scheick seconded.	*Approved
Report of Treasurer	<p>E. Myers reviewed the attached report, Addendum 1.</p> <p>We now have a FLTWS banner to take to events and would like to get another one. Also have kid's activities and other informative items.</p> <p>S. Rockwood suggested we take some money out of the account and put it on our endowment account to make a profit. E. Myers likes having this "buffer" amount in the account. If the spring conference goes well, we could specify an amount to put into other account. As we work our way to the spring conference, E. Myers will assess where we are and how much money we should put into the endowment if possible after the spring conference.</p> <p>Motion to approve report by K. Booth. M. Ausley seconded. Report approved.</p>	<p>*E. Myers to assess accounts after spring conference and determine whether we should add additional funds to the endowment account.</p> <p>*Approved</p>
Report of Committees		
<i>Audit</i>	Current; no new news.	
<i>Awards</i>	<p>See Addendum 2. Award Committee proposed new award known as "Citizen Conservation Award." Sponsored by Florida Master Naturalist Program (FMNP). FMNP would purchase the award and it would be presented at our spring conference. Award recipients will be picked by us.</p> <p>A. Brunell feels it's not for big organizations that are just doing their job. For example, private landowners, smaller groups, etc. that are doing something good for the state would be good candidates.</p> <p>S. Rockwood motioned to accept the new award proposed but for the Committee to define/clarify guidelines - to keep within private citizen-type groups and not open to large organizations with paid staff. Clarify what constitutes an individual. Maybe put in an example/leader of a group. Could post on newsletter and website. This is a way for us to collaborate with another program.</p>	*Award committee to clarify specifics of the Citizen Conservation Award.
<i>Certification</i>	No update.	
<i>Conservation</i>	B. Bolt – completed our evaluation of the ten-year bear management plan. B. Scheick can't technically comment from FLTWS since he is already so involved through FWC. Much of the public wants to know is whether they're extinct or if they can hunt them. It's important for FLTWS to comment. How do we address the issue of hunting? B. Scheick isn't sure. In the plan, hunting is listed as a tool for management IF there are too many. Should we have bear management units for the state? Now minimum and maximum goals. We should focus on what our objectives are.	
<i>Fundraising</i>	A. Brunell thanked M. Ausley for his excellent work on fundraising for the spring conference. M. Ausley explained we now have a new, expanded database. It's bigger and better and easy to keep track of. B. Scheick said it's interesting to see and keep track of annual sponsors or for years of service. We now have	* Submit potential sponsor contacts to Fundraising Committee.

	sponsors logos on our website. We're not marketers, so this is a learning process. If you have any potential sponsor contacts, please submit to the Fundraising Committee.	
<i>Information</i>	L. Ferry reported that we continue to post information to our Facebook page and website. Currently we have over 100 fans. Will send out request for newsletter items next month.	
<i>Membership</i>	If you have ideas to recruit members, submit to B. Scheick . Currently FLTWS has 218 members.	*Submit ideas for membership recruiting to B. Scheick .
<i>Nominating and Elections</i>	All Board members will be replaced this fall. Looking for replacements. S. Rockwood has list of potential nominees. May coordinate with L. Ferry to get in the newsletter so might not have to do an e-blast.	
<i>Program</i>	S. Nagid reported that our conference will be March 22-24 in Safety Harbor at the Safety Harbor Resort and Spa. The theme is going to be on coastal communities. Working on getting speakers. Coordinating with E. Myers on field trips. Will include challenges affecting coastal communities (oil spill, climate change, etc.). Hopefully there will be an opening statement from Gil McRae with FWRI. Topics could include beach/dunes –erosion, public use; maritime hammocks, salt marsh, sea grass, etc. More potential topics from FWRI including fish diseases, sea turtles, genetics, spatial analysis, public health administration, etc.	
<i>Resolutions and Public Statements</i>	J. Exum - none pending.	
<i>Scholarship</i>	H. Ober sent scholarship information out to universities. Discussed graduate scholarship at the last Board meeting. Would like to raise enough money to support both undergraduate and graduate scholarships.	*Raise money in order to fund two scholarships.
<i>Student Chapter Report</i>	No report.	
<i>Website</i>	Store is not up. Had issues with PCI compliance. E. Myers, H. Dutton, and P. Delaney are looking into who is hosting our domain, store, etc. We may use one service company that can cover all.	
NEW BUSINESS		
Membership Services	Prescribed fire course will be in April in Jacksonville.	
Strategic Plan Review	Discussion and breakout sessions included as Addendum 3.	
Membership Drive	See Addendum 4 for specifics. Travelcountry.com has been a sponsor for a long time so want to give back to them with a little extra advertisement for them. Big goal is to recruit professional members. Get free t-shirt if you recruit a new member. Whoever has most recruits will win a \$200 gift certificate to Travelcountry.com. Winner will be announced at the spring conference. If this drive is successful, we may do it again. J. Exum motioned that we approve the strategy but remove the clause that they cannot renew through TWS (#4). D. Gawlik seconded. We need to add instructions to the website. All recruits must send an e-mail with name of their recruit to B. Scheick .	
Meeting adjourned	Meeting adjourned at 5:26 p.m.	

Addendum 1

**THE WILDLIFE SOCIETY
FLORIDA CHAPTER
FALL BOARD MEETING
OCTOBER 26, 2010
TREASURER'S REPORT**

SECTION I. GENERAL SUMMARY (1/1/10-10/25/10)

Balance as of 10/18/10	\$43,820.07
Balance as of 10/21/09	\$29,319.03
Net Change	(+)\$14,501.04

Allocation of Assets

Checking Accounts	\$20,886.17
Morgan Stanley Endowment Fund as of 8/18/10	\$22,813.90
Petty Cash	\$ 120.00
TOTAL	\$43,820.07

SECTION II. 2010 SPRING MEETING SUMMARY

Expenses:

Advertising (printing and postage)	\$ 179.40
Program Printing	\$ 256.59
Meeting Facilities and catering	\$ 4,752.60
Awards (Plaques)	\$ 109.90
Student Scholarship + Student Paper Award	\$ 2,100.00
Overhead (supplies+Credit fees)	\$ 347.38 (\$147.38+ \$200.00)
Total	\$ 7,745.87

Income:

Registration	\$ 9,328.00 (106 registrants)
Extra Dinner tickets	\$ 72.00
Sponsorship	\$ 4,800.00
Merchandise sales	\$ 517.00
Raffle	\$ 486.00
Silent Auction	\$ 517.00
Scholarship (FWF (\$250)+Fall mtg(\$429))	\$ 679.00
Total	\$ 16,399.00

NET GAIN **\$ 8,653.13**

SECTION III. Prescribed Grazing Workshop 2010

Expenses:

Supplies (folders, printing, nametags)	\$75.25
Food (Morning break (\$45.00, Lunch \$401.30, Water)	\$ 452.46
Total	\$527.71

Income:

Registration (45 Registered)	\$1,575.00
Total	\$1,575.00

NET GAIN Total	\$1,047.29
NET GAIN FLTWS	\$ 523.65

SECTION IV. DETAILED SUMMARY OF INCOME AND EXPENSES (1/1/10–10/21/10)

Category Description	1/1/2010-10/21/2010
INCOME	
Donation	8.00
Fall Meeting Registration	255.00
Fire Course Income	3,693.58
FSEC Campaign	185.67
Membership Dues	3,945.00
Merchandise Sales	1,747.60
Prescribed Grazing Wkshp	1,528.16
Scholarship Spponshorship	250.00
Spring Conf 10 Income	14,807.00
TOTAL INCOME	26,420.01
EXPENSES	
'08 Nat'l Conf Expense	405.00
Advertising	90.00
Contributions	550.00
Corporate status	80.00
Debit Fee	769.14
Fall Meeting Expenses	714.40
Fire Course Expense	3,037.00
Merchandise Exp	
Other Merchandise Exp	896.69
TOTAL Merchandise Exp	896.69
Overhead	
Postage	81.82
Other Overhead	113.77
TOTAL Overhead	195.59
Prescribed Grazing Wkshp Expense	765.61
Spring Conf	7,597.84
Web Services	144.94
TOTAL EXPENSES	15,246.21
OVERALL TOTAL	11,173.80

Addendum 2

PROPOSAL TO FLORIDA CHAPTER OF THE WILDLIFE SOCIETY EXECUTIVE BOARD (revised 2Nov10)

Re: Creation of new Citizen Conservation Award

Fr: Awards Committee (Tim O'Meara, Chair; Ron Masters, Rosi Mulholland, Marty Main)

Overview

Non-professionals (laypersons) often make significant contributions to conservation efforts. This annual award would recognize either an individual or group of individuals who have made significant contributions to wildlife conservation efforts in Florida.

This award is intended for non-professionals and small, grassroots groups that have worked to achieve local or statewide conservation impacts in wildlife or habitat management, restoration, or protection, or conservation education.

This award is not intended for professional activists, educators, resource managers, or scientists, nor is it intended for organizations that hire paid staff.. Although Florida TWS acknowledges the contributions of these types of professionals and organizations, the Citizen Conservation Award is intended to acknowledge important citizen contributions that often go unrecognized.

Recognizing these contributions contributes to building stronger public relations between natural resource professionals and the citizens of Florida who are essential partners to accomplish our resource management, conservation, and education mission.

Nominations for this award will be solicited, submitted, and evaluated in a manner consistent with existing TWS awards (Herb Kale and Paul Moler Awards). All nominations will be reviewed by the Awards Committee and recommendations submitted to the Board for final approval. A draft web page announcement is provided below (I did not include an image).

The winner of this annual award will receive an engraved plaque (but not a membership) that will be awarded at the annual Spring membership meeting of the Florida Chapter. Two views of a suggested (draft) plaque are provided as a .jpg image below. The cost of the plaque, engraving and shipping will be sponsored by the Florida Master Naturalist Program (FMNP), University of Florida/IFAS.

Neither the FMNP nor UF/IFAS will have undue influence on selection of award winners. Recognition of sponsorship of the award will be included on the plaque and TWS website. This partnership was discussed among the Awards committee, who decided this sponsorship was appropriate based on the citizen conservation mission associated with the FMNP.

WEB PAGE ANNOUNCEMENT (text taken from Paul Moler Award)

The Florida Chapter of The Wildlife Society Citizen Conservation Award

The Florida Chapter of The Wildlife Society is seeking nominations for the **Citizen Conservation Award**. The **Citizen Conservation Award**, which is sponsored by the Florida Master Naturalist Program (UF-IFAS), was created in 2010 to recognize individuals and groups who have made significant contributions to conservation of Florida's wildlife resources during the previous calendar year. Achievements can be related to management, restoration, education, or protection. The person or group considered for this award does not have to be a member of the Florida or parent chapter of The Wildlife Society.

This award is intended for non-professionals and small, grassroots groups that have worked to achieve local or statewide conservation impacts. This award is not intended for professional activists, educators, resource managers, or scientists, nor is this award intended for organizations that hire paid staff. Although Florida TWS acknowledges the contributions of these types of professionals and organizations, the **Citizen Conservation Award** is intended to acknowledge important citizen contributions that often go unrecognized.

Please send the nominee's full name, present position, address, and phone number; the nominator's and endorser's names, addresses, and phone numbers; and a clear and concise statement justifying the nomination by December 1 to:

Timothy E. O'Meara, Committee Chair

Florida Chapter of The Wildlife Society

620 S. Meridian St.

Tallahassee, FL 32399-1600

(850-488-3831; 850-488-3831)

Tim.O'Meara@myfwc.com

Nominations will be accepted each year, but an award may not be conferred annually. Nominations received by December 1 will be considered by the Awards Committee and the Executive Board of the Florida Chapter of The Wildlife Society during its regularly scheduled Winter Board Meeting. The Awards Committee and Executive Board, acting as the Selection Committee, may confer a maximum of one award per year, to be presented at the Spring Membership meeting. Nominations will not be carried over from one year to the next, but may be resubmitted for consideration. Past winners are eligible to receive the award if they are nominated for a different accomplishment. The recipient will receive a decorative plaque from the Florida Chapter of The Wildlife Society.

Addendum 3

STRATEGIC PLAN REVIEW

J. Exum stated that we review the strategic plan on two year intervals. Last review we did was in 2006. There are five main categories from the strategic plan - fundraising, advocacy, workshop, website, and membership. How can we move forward? Five things from the plan that we've done poorly on – executive director, advocacy, collaborate with compatible groups (Georgia Chapter TWS, TNC, etc.), mentor students, influence policy and decisions.

Executive Director

S. Rockwood and **D. Gawlik**– Executive Director could help carry load, be spokesperson, help influence policy, fundraise for us, be our contact to coordinate with other organizations (e.g., FWF). Could reword/tweak in strategic plan.

D. Gawlik - What's feasible in 5 years? Thinks we should remove objectives from the plan if they're not feasible.

S. Nagid and **S. Rockwood** – We could hire someone part time for less money, so it could be feasible. We should look into options for how we could accomplish. Board to consider ways to achieve without need for \$800,000. Director could chair the Conservation Committee.

Mentoring

We don't actively mentor students. We need to make a committee and assign a chair. How can we build mentoring capability? Describe what they're supposed to do. Develop guidelines, definitions, what we're looking for, timeframes of availability, etc. **S. Nagid** volunteered to be Mentoring Committee Chair once conference programming is over (2 yrs). **M. Ward** asked what are we trying to accomplish? What are our goals? And that we need to define our purpose. **J. Exum** answered that an informed student will be active in FLTWS.

S. Nagid – UF has a number of classes utilizing a 13 week internship. We should reach out to schools, see what programs are available and make a list.

Advocacy

Are we developing emotional positions or policy positions based on research? How can we make the Conservation Committee more effective? How do we get our members to be more active? We need to get a broader base of membership involved. **D. Gawlik** thinks we should develop regional conservation committee representatives to broaden our base. **A. Brunell** thinks we should use our website more effectively and says strict defined zones aren't the answer. Improve our influence on policy, advocacy.

J. Gless stated we should make membership more aware of issues that are available for comment.

Determine additional Subject Matter Experts and utilize ones identified from past survey.

We could develop a “conservation issue” internship position that would work directly with the Conservation Committee.

We would need to outline responsibilities and advertise. This could be beneficial to the paid position; could be longer term.

We could potentially help pay for housing for this intern.

D. Gawlik said we should contract with a University to develop a graduate project and provide stipend for graduate students. He said it would be more expensive but we would be get high quality results.

Workshops

Survey was done ~5 years ago. From their responses, of most importance to members were #1 workshops and #2 communication (e.g., website).

Workshop breakout session:

Need to conduct a survey. Survey could help determine types of classes preferred, instructor, location based on needs, etc. Survey will help determine what is specifically needed for “working across the fence line.” Work with NATA and other organizations – collaborate in order to use their expertise. Develop and send out workshop specific survey by January 2011.

Ideas for workshops:

1. Wildlife/plant id: multiple spp.
2. Survey methodologies (bats, vegetation, birds, new technology)
3. GIS – what is needed (level, GPS vs. ArcGIS)
4. Public/private partnerships

When working with other organizations, we need to work out a deal where a number of slots (e.g., five) per workshop are held for FLTWS members. We would first send out an e-mail to members, and then offer to others. Some advantages for members include lower registration fees and guaranteed slots. Some of the money raised from workshops could go towards year of membership? **B. Scheick** thinks not worth our time. Members from workshops are not necessarily people who want to be or will continue to be members.

S. Nagid – we should point out what workshops we are doing in the newsletter.

Membership breakout session:

1. Goal of 300 members (we’re at 218)
2. Two to five year membership kit (time saver)
3. Branding – pin/decal
4. Track members – skip years (see #2)
5. Tangible item (e.g., pen, calendar)
6. Co-host workshop and conference
7. Membership drive
8. Fee raised (\$20 not \$25), need to update

Is it memorable to send something with membership? Also, should we send to new members or people who renew?

J. Exum motioned that new members get \$5 coupon for TWS store. **S. Nagid** seconded. “New member” is defined as not member within five years.

We should hire a graphic designer to make a classy logo for us. **S. Nagid** will contact her brochure designer contact.

Website breakout session:

Current action items:

- 1) Develop new “Tech Corner” on website. **M. Milleson/E. Tillman** will compile new technology [iphone Apps, current “free-ware,” software upgrades (e.g., ArcGIS service packs)].
- 2) Add website search link (**P. Delaney, S. Stiegler**).
- 3) Compile merchant services, hosting, store services (**P. Delaney, E. Myers, H. Dutton**).
- 4) Develop protocol for submitting content or sending an e-mail to the listserv (**P. Delaney, S. Stiegler, L. Ferry**).
- 5) Tap into student chapter web-based annotated bibliography (**P. Delaney, B. Giuliano, L. Ferry**). (Put into documents section of website; tie into IFAS Extension resources.)
- 6) Develop listserv with wildlife related news (**P. Delaney, L. Ferry, Carli Segelson, H. Boyter**)

When submitting new content for the website, send e-mail to **P. Delaney, S. Stiegler, and L. Ferry**. **A. Brunell** would like to see e-mails come from FLTWS, not from an individual. Says from Listserv on behalf of, can we cut out “on behalf of?” **P. Delaney** will see if that is an option.

Addendum 4

MEMBERSHIP DRIVE

GRAND PRIZE: \$200 Gift Certificate for TravelCountry.com

DEFINITIONS:

Recruiter – FLTWS member (student or professional member) who is given credit for recruiting a new FLTWS professional member.

Recruit – A new FLTWS professional member who gives credit to an existing FLTWS member (student or professional member) for recruiting them.

RULES:

1. Only Chapter members (student or professional members) are eligible to win.
2. Only new recruits who pay their \$20 membership fee count (i.e., new student members do not count as recruits).
3. New recruits must send an e-mail to Brian Scheick (Brian.Scheick@MyFWC.com) to indicate who recruited them (i.e., their recruiter) when they become a member.
4. Once a recruit becomes a regular member, they can become a recruiter.
5. For their first recruit, recruiters will receive a free FLTWS t-shirt and a 15% discount card for their next purchase at TravelCountry.com.*
6. Recruiter with the most recruits by the deadline will win the grand prize.
 1. In case of a tie, a random drawing of the tied recruiters will determine the winner.
7. The deadline will be the end of registration on the first day of the Spring Conference.
8. The winner will be announced at the Spring Conference Networking Dinner.

**Recruiters can select their free t-shirt from the FLTWS online store, and e-mail Brian Scheick (Brian.Scheick@MyFWC.com) with the shirt design and size. Recruiters can pick up their free t-shirt at the 2011 Spring Conference, or have it mailed to them after the conference.*