



Great Lakes Region 4 Regional Board Meeting
Pokagon State Park Interpretive/Nature Center
450 Lane 100 Lake James, Angola, IN 46703
January 12, 2018
9:10am – 2:15pm

Present: Deb Nofzinger (Director), Laurel Zoet (Awards), Jill Vance (Scholarships), Renell Roebuck (Membership), Nora Sindelar (Ways and Means), Aaron Douglass (Communications), Jennifer McDowell (Deputy Director), Jenn Kirts (Secretary), Amy Gregg (Student Involvement – going off)

Absent: Bob Dispenza (Treasurer), Dorothy McLeer (Student Involvement – going off), Cookie Ferguson (Archives), Becky Parkin (Ways and Means), Kelly Bentley (Interpretive Project Grants)

Director's Report – Deb Nofzinger

National News

- Deb attended National in Spokane, Washington. It's great to connect with people from all over the country, as well as a contingent from Russia.
- Travis from Outdoor Discovery Center in MI was the National Treasurer, but has decided to step down. Vicki Basman has stepped into that role.
- The National office is looking into energy audits to help control expenses.
- The current budget is at a \$17,000 surplus. Historically national hasn't always been in a good place financially, but Margo Clark has worked very hard to become more fiscally responsible.
- They are working on updating and improving the National website. Paul Caputo and Jamie King will be working on this together most likely.
- Emily Jacobs has been working on a professional standards review. They are working on standardizing job titles and skill requirements across the profession.
- They are considering re-formatting National Conferences. They are interested in renewing a "Sense of Place" within the conferences. They are considering outdoor sessions, interpretation and music, and hosting pop-up meetings (they did the pop-ups this year).
- Region 10 – Pacific Northwest requested to change their name to the Northwest Region.
- First time everyone came together after the reorganization of the Organization Units – this seems to be going well. They have expanded the Heartland Region and created the Four Corners area. Great Lakes Region no longer has the most members (we currently have 1,159), but we are financially sound.
- CINP (Native Peoples Organizational Unity) – They were considering merging with the Interpretation Organizational Unit, but they are possibly starting a new unit. They need to have an executive committee identified to become an OU.
- They are looking at developing a tool kit that goes into High Schools to teach that interpretation is a career path.

Budget

- Deb Nofzinger submitted the budget in September. The budget is currently condensed and simplified over years past. The goal is to establish a \$0 budget so you output as much as you bring in. We anticipate having \$42,500 in expenses (\$29,500 in Training/Workshops, \$600 Member Networking, \$3,125 Admin Expenses, \$6,775 Fundraising/Scholarship Expenses, \$2,500 Misc.) and \$43,550 in revenue (\$36,400 in Training/Workshops, \$500 Member Networking Revenue, \$5,400 Fundraising Revenue, \$1,250 Misc.)
- We have discussed moving the meeting date to accommodate the budget deadlines set by National. However, January makes the most sense for a transitional in-person meeting. We should begin the process of setting the budget as soon as the RIW is over.

- June 15 – Get the Director the budget information for the upcoming year. Deb Nofzinger will updated these deadlines in the Procedure Manual.
- Budget will be approved at the July conference call meeting.

Organization and Communication within the Region

- We will start storing key information in the OneDrive. The most updated files should be stored here.
- Please note that editing on this will be live. So, if you open and document and make changes, it will be saved immediately. It's important to "Save As" as soon as you open the document.
- Deb Nofzinger will send invitations to board members and committee chairs to participate in the One Drive. Each person will have to create their own account.

Review of the Operational Plan that was adopted in January 2017

Deb Nofzinger facilitated the review and updated the document.

Deputy Director's Report –Jennifer McDowell

St. Catharine's, Ontario - *Breaking Barriers Into New Ground*

- April 24-28, 2017
- Holiday Inn Hotel & Suites Parkway Conference Center
- Chairs – Andrew Cirtwill – Bronte Creek Provincial Park, Rick Stronks – Algonquin Provincial Park
- Committee:
 - Tanya Berkers – The Pinery Provincial Park
 - Tobi Kiesewalter – Murphys Point Provincial Park
 - Cathy Entwistle – Bronte Creek Provincial Park
 - Marina Opitz – Wasaga Beach Provincial Park
 - Alistair MacKenzie – The Pinery Provincial Park
 - Laurel Finney – Ontario Park

Traverse City, MI - *Traverse the Boundaries of Interpretation*

- April 16-20, 2018
- Great Wolf Lodge
- Chairs – Michelle Fournier and Victoria Zablocki – Chippewa Nature Center
- Committee
 - Registration – Jenn Kirts, Chippewa Nature Center
 - Programs - Jamie Krupka, Outdoor Discovery Center Macatawa Greenway
 - Mobiles - James Dake, Grass River Natural Area, Inc.
 - Sponsorship – Elizabeth Kresse, Summit Metro Parks, Michelle Rumschlag, Hancock Parks District
 - Events – Courtney Schofield and Emma Vasicek – Kalamazoo Nature Center
 - Publicity – Jamie Hockstra, Chippewa Nature Center
 - Sponsorships – currently \$2100
 - Chippewa Nature Center \$1000.00
 - Wil Reding \$100.00
 - Traverse City Tourism \$500.00
 - Outdoor Discovery Center \$500.00
 - Acorn Naturalists - ??
 - Programs –
 - Trying new tracks for concurrent sessions –
 - Education and Exhibitory
 - Natural History
 - History and Culture
 - Exploration and Recreation
 - Marketing and Development

- Management and Administration
- Keynotes –
 - Jerry Dennis – *The Great Lakes in Our Lives*
 - Author – The Living Great Lakes
 - Jonathan Jarosz – *Fun Hogs and the Future of Conservation*
 - Executive Director – Heart of the Lakes Center for Land Conservation in Bay City, MI
- Mobiles –
 - Natural History - Sunset Coast Birding Trail
 - Exploration and Recreation - Sleeping Bear Dunes National Lakeshore
 - Museums of Traverse City
 - Education / Exhibitory - Cherries and Vineyards of Northwest Michigan
 - History / Culture - Historic Leelanau
- Events –
 - Traverse City Commons Tours
 - Cathedral Barn Dinner and Program – Grand Traverse Regional Land Conservancy
- Registration – Jenn Kirts working with Jamie King at National Office for online registration. We should have it live next week.
- All Committee members already have access to our workshop dashboard on website – Michelle/Victoria, James (mobile), Jenn (registration), Emma (events)
- For GLR4 Board members – sent email with committee contacts – extremely important to please communicate your needs for your part of the RIW!!!
- **South Bend, IN River Theme – St. Joseph River**
 - April 22-26, 2019
 - DoubleTree by Hilton Hotel South Bend, Century Center Conference Center
 - Chairs – Garry Harrington – Rum Village, Scott Beam
 - Committee – 17 people interested including Hannah Teshka helping Garry
 - Mobiles – ideas so far:
 - Naturalists – birding to Indiana Dunes National Lakeshore or Cowles Bog
 - Historian – History Museum, Studebaker National Museum
 - Zoos/Gardens – Potawatomi Park Zoo and Wellfield Gardens, Elkhart
 - Adventurous – Aerial Adventure Trails at Rum Village Park (along wire, zipline exit... 2.5-3 hrs)
 - Notre Dame – guide around campus, ND history, behind-the-scenes tour of research projects, inside Dome, Basilica, Snite Museum, stadium...
 - Next meeting 1/24
- **Northeast OH in 2020**
 - Chairs – Becky Parkin - Lake Metroparks, Renell Roebuck – Summit Metro Parks
- **2021** – We need to talk to Canadian members and see if they are interested in hosting or if they would like to skip this round.

Secretary's Report –Jenn Kirts

- Signing of Code of Ethics forms – She will email those who were not in attendance.

Treasurer's Report -Bob Dispenza

- We are doing well. We are in good standing financially and providing a lot of services for our members. A budget was shared earlier in the meeting.

Committee Discussions/Reports

- Ways and Means – Nora Sindelar

- They may not need a large committee as they really just need people to be at conferences when the chairs cannot be there.
- Becky is working on the Square and we have to figure out how to tie it into the webpage. The challenge is working with National on it and figuring out the logistics with opening the story. Nora believes that Becky has had the conversation and it wasn't possible, but Deb believes the Square gives us additional information. Deb is going to send that information to Nora and Becky. Then they will need to work with Aaron to get it on the webpage.
- They are looking into another item – potentially “CIGs employed here clings”. Shirts have been out since 2016, so it's time to look for new items and order more for this RIW. We are good on booklets right now. Deb brought up a Regional pin that we could sell. Deb brought up binocular straps as an option.
- Membership – Renell Roebuck
 - There were three comp memberships given out in 2017.
 - April 30 is this year's deadline. The updated form should be available at the end of this week.
 - Bird-A-Thon are May 4, 5, and 6 – She has an idea for a new route for doing it that might go in 2019. Considering an entry fee for each group as a way to increase revenue.
- Archives – Cookie Ferguson
 - Not present, no report.
- Awards – Laurel Zoet
 - Working with Liz on getting up to date on things.
 - Checking on membership for the committee members.
 - Reviewed commitments for the RIW – 5x7 plaque for institution; 8x10 plaque for individual and 1 meal ticket
 - She asked Aaron to do an additional FourThought to request nomination submissions.
 - Traveling award plaques will be sent home with Amy to go to Archives at Ball State.
- Interpretive Project Grants – Kelly Bentley
 - Three grants were awarded in 2017
 - Fewer applicants this year than last. Not sure if this was related to less posting on social media or not. Also had problems getting the information on the web site updated (however I believe this was due to a committee member resigning so won't be an issue in the future)
 - Currently working in updating the application for 2018 and getting it added to the web site
 - Have received most progress reports from the 2016 grant recipients and will be following up on the others and then putting something together for send out on social media
 - She is waiting to hear back regarding my travel request for the RIW in the Spring. Once that is out I will coordinate how to advertise the program and recognize recipients at the RIW.
- Communications - Aaron Douglass
 - Mail Chimp report – As long as we keep it under 2,000 it can be free. We made the decision to clean up the roles in order to not pay. Once we've purged, our click rate has increased. Our open rate is in the 20% range.
 - Aaron is now managing the website. He has updated the home page with the “CIG employed here” sign. He is going through the pages to determine what and how old do we want the info to be.
 - We worked through the webpage suggesting updates.
 - Awards – We decided to upload the list of previous award winners
 - Change Region 4 to Great Lakes Region 4
- Scholarships and Grants – Jill Vance
 - Approval of the 2019 Scholarship Amounts - \$2,800.43 from the 2017 Auction
 - Jill proposes \$1,700 for regional (5 - \$340 scholarships), \$750 for National, \$300 for Professional Development
 - Deb moved, Jen McDowell seconded, approved by all.
 - She has been in contact with the RIW committee and should be all set for RIW 2017.

- Last year we had \$600 remaining (due to a late cancellation of an RIW registration)
- Student Involvement- Amy Gregg
 - Will Gosnel will be the new chair
 - While current chairs cannot continue as chairs (or on the committee) they can still be supportive and involved in other ways (supporting student attendance, etc.)
 - Szabo-Weaver Scholarship \$1,000 in budget. The applications are supposed to be available in March, awarded in mid-May, and distributed to the academic institution in August.

2017 Conference Call Schedule

- March 1, 2018 – 1pm
- July 12, 2018 – 3:30pm (Budget meeting)
- October 11, 2018 – 1pm
- January 10-11, 2018 – Annual Meeting at Pokagon

Final Budget Check/Changes and Approval

- Motion to approve the 2018 budget (Kirts/Nofzinger) - Passed