

MINUTES
National Association for Interpretation
Board of Directors Meeting
Fort Collins, CO
August 15 & 16, 2013

CALL TO ORDER - President Amy Lethbridge

Meeting was called to order at 8:05 am MST.

Board Present: Amy Lethbridge, Cem Basman, Theresa Coble, Amy Burnett, John Luzader, John Miller, Chuck Lennox, Tom Mullin, Todd Bridgewater, Duane Fast, Jessica Moore, Jane Beattie, Linda Strand, Kevin Damstra.

Staff Present: Executive Director Margo Carlock, Publications Director Paul Caputo, Events Manager Deb Tewell, Membership Manager Jamie King, Business Manager Beth Bartholomew, Certification & Training Program Manager Emily Jacobs.

President Amy Lethbridge welcomed NAI Board Members and Staff.

8:00am Call to Order and Approval of the Minutes

Review, Adjust and Approve Agenda - Chair

No changes were made to the agenda.

Motion: *I move that we approve the agenda.*

Moved: John Luzader

Seconded: Theresa Coble

Yays: 13

Nays: 0

Abstentions: 1 (absent)

Motion Passes

Motion: *I move that we approve the board meeting minutes of April 5 and 6, 2013.*

Moved: Cem Basman

Seconded: John Luzader

Yays: 13

Nays: 0

Abstentions: 1

Motion Passes

Recommended changes to donor funds:

Deb Tewell and Margo Carlock led a discussion on the Howdy Weaver donation and how best to protect this asset. Proposed to use some of the funds to build a few bookshelves in order to organize and protect it; potentially rename it the Weaver Library. Both Weaver and McHenry donations are unrestricted. Ms. Carlock stated that she would like to pay down the mortgage

and line of credit with part of the McHenry donation. Ms. Carlock's proposal is to recognize the contributions of Weaver, McHenry, and Randall by establishing a fitting memorial to each, and naming the library the Howard Weaver Heritage Library. Estimated cost: \$8500. She also proposes a "Wall of Honor" at the entrance to the NAI offices that would contain plaques honoring those individuals that have provided significant material support to the interpretation field through their support of NAI.

Motion: *I move that we accept the staff recommendation to use \$8500 of the bequeathed funds from Weaver, McHenry, and Randall to establish a fitting memorial to each donor.*

Moved: Theresa Coble

Seconded: Todd Bridgewater

Friendly amendment: I make a friendly amendment to change the reserve amount of funds from \$8500 to \$30,000.

Moved: Tom Mullin

Seconded: Todd

Yays: 12

Nays: 2

Abstentions: 0

Motion Passes

Discussion: Duane Fast offered to donate the wall of honor. Board members expressed support, within reason, and discussed other options.

International Conference:

Duane Fast presented on the International Conference tentatively planned for mid-April. Mr. Fast discussed the future proposed conference in Korea. Mr. Fast stated the Conference went off extremely well. The venue for Korea is a conference center in the Suncheon Bay Ecological Park (a WWT designated world wetland site). This conference will have full NAI branding (unlike Sweden conference). Korean government will be paying for logistics. NAI has no financial risks, as it is all sponsored. The organizers expect mostly Korean registrations. NAI gets to keep all the registration funds for non-Korean registrants. Margo Carlock will travel to the conference site once before the event. NAI will pay for staff time and travel expenses. The International conference provides much needed revenue in the spring when we have limited income sources.

Member concerns (in the past) were acknowledged about the risk for NAI regarding the international conference, stating that this new model addresses the risks to the organization. Board members expressed support and suggested that Duane Fast's powerpoint be posted for members. Asked if this model will be able to be used in the future, Mr. Fast responded that we are doing the vetting of each location individually. It was clarified that, in this conference, all the logistical expenses, such as staff time, are covered, which addresses many concerns. Board member asked if NAI members would benefit from a Korean conference (theme not relevant, too site specific, etc.). Mr. Fast expressed that, yes, it would be beneficial.

Motion: *I move that we move forward on the international conference to be held in Korea in 2014.*

Moved: John Luzader

Seconded: Theresa Coble

Yays: 14

Nays: 0

Abstentions: 0

Motion Passes

Discussion: Discussion about last conference (Sweden): Interpret Europe expressed that they appreciated how much NAI assisted them in the planning process. Member recommended that we promote Korea at the conference.

Board meeting broke at 9:45a and reconvened at 9:58a MST.

Tom Mullin presented recommended action on nominations and elections issues. Stated that term limits need to be established and incorporated into the Policies Manual.

Mr. Mullin stated that the cost of elections is an issue. There are two positions open on the board that are board nominated. Mr. Mullin created a matrix that shows areas we are lacking in as far as board member skills and expertise. Tom Mullin asked that we submit board recommendations to himself and the committee. These people do not need to be NAI members. The nominating committee members can use this information to seek out new candidates for election. Member reminded the board that we have the ability to recommend and appoint to the board, and expressed that we do not have the new bylaws elections manual in place at the moment. What we need is an active and skilled board member. The nominations committee will have full authority to nominate people to run for the board. Recommended to start discussion about individuals who would be beneficial on the board. Board member expressed concern that we nominate more than one person to the slate. Discussion was held about elections expenses and less expensive options.

By Wednesday, August 21st, Tom Mullin asked that board make recommendations to the elections slate for board nominated positions with a brief bio. Mr. Mullin will work with Alan Kaplan on the slate.

Social Media Policy:

Margo Carlock and Paul Caputo introduced the Social Media Policy. Stated that social media outlets can be destructive in a public relations sense. Standards are meant to keep a positive outlet.

Motion: *I move that we table the Social Media Policy agenda item to the November meeting.*

Moved: Kevin Damstra

Seconded: John Luzader

Yays: 14

Nays: 0

Abstentions: 0

Motion Passes

Discussion: Member discussed commercial members and how they would be affected by a potential policy. One board member stated that he doesn't believe in Commercial members promoting their own businesses on social media site without payment. Another board member stated that regions/sections should be accountable as well. Member concerned that a comment be clear that it is a 'sponsored post'. Question- should non-commercial members be allowed to post? Subjective concerns. Policy should be broadened to all social media (Paul stated that the policy is written to cover all outlets).

Advisory Council:

Kevin Damstra reported on the Advisory Council. The Advisory Council is defined by the bylaws. Mr. Damstra stated that this discussion is not meant for an action item as an outcome, rather just for the purpose of discussion and ideas. The planning team has identified the upcoming elections as an issue for the advisory council. Mr. Damstra presented the following:

Eligible nominees must:

- 1) Meet all NAI Election Policy Requirements
- 2) Be a member of the Advisory Council during the duration of serving on the board.
- 3) Nominations will be held with one month of the NAI Election results being announced. Nominations will remain open for a minimum of 2 weeks.

Motion: I move to extend the Interim Advisory Council Member's term for an additional year.

Moved: Todd Bridgewater

Seconded: Cem Basman

Friendly amendment: I make a friendly amendment that we allow the Advisory Council to extend the *positions*, rather than the *individuals*.

Moved: Todd Bridgewater

Seconded: Cem Basman

Yays: 12

Nays: 0

Abstentions: 2

Motion Passes

Discussion: Board member expressed the need for qualified candidates with experience. Discussed wanting a matrix with 2 or 3-year limits. Advisory Council representative may or may not have been a Section/Region director. Board member

suggested adding a 3rd Advisory Council member. Mr. Damstra stated that this is not possible for this year.

National Workshop Update:

Jamie King presented the status of National Workshop. It was reported that iMis is stalled at the moment. Ms. King will set up a webinar about using the 'dashboard'. Jamie King would like feedback on this. Ms. Lethbridge asked to have a session or a station about this at the workshop. Ms. King would like to have Board feedback by August 30th, 2013. Ms. Lethbridge gave Ms. King kudos on all of her work especially given the frustration with iMis.

Board member asked for a status on workshop attendance. Ms. King stated that we are about 150 behind where we should be at this time. Discussed that the exhibitors are only there for 1 day and 2 hours, this year. MRCA is sponsoring a banner about NAIs 25th anniversary. The workshop planning team consists of NAI members representing seven states and seven regions.

Re: 25th Anniversary—it was recommended that we invite and recognize donors and all who have contributed to NAI over the years, including NAI founders. Board member asked what his organization could sponsor.

Ms. Lethbridge gave kudos to Duane Fast for an excellent international workshop that was very well run.

Margo Carlock introduced *Brian Crockett* for the strategic planning section of the meeting. Mr. Crockett has been active as an independent museum consultant. His background is in the museum field and most recently in 501c3 governance.

Mr. Crockett recognized that NAI is 'turning a page' in our organization; celebrating 25 years, and looking forward to 25 more. Ms. Lethbridge suggests our timeline revolve around realistic goals that includes stakeholders and around our meeting schedule, over a one-year timeline.

Motion: *I move that we adjourn the Summer 2013 Business Meeting.*

Moved: Tom Mullin

Seconded: Todd Bridgewater

Yays: 14

Nays: 0

Abstentions: 0

Motion Passes

Discussion: none

Board Meeting adjourned at 11:15am MST.

Respectfully submitted,
Amy Burnett, National Association for Interpretation, Board Secretary
Corrected minutes submitted May 16, 2014.