

**AEE Board of Directors  
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<b>Name Committee/Meeting:</b> Conference Call <b>Chairperson/Facilitator:</b> Laurie Frank <b>Recorder:</b> Jennifer Payne	<b>Date:</b> October 16, 2008
<b>In attendance:</b> Andrew Bobilya (AB), Laurie Frank (LF), Mike King (MK), Tom Lindblade (TL), Steve Pace (SP), Jennifer Payne (JP), Rob Rubendall (RR), Paul Limoges – ex-officio (PL),	
<b>Absent:</b> Jess Barrie (JB), Maurie Lung (DML), Bob Stremba (BS), MaryPat Sullivan (MPS)	

Topic	Discussion/Outcome	Action/Follow up
<b>Board Education Relating to Annual Agenda on Public Policy</b>	<p>Vicky Selkove serves as the Mobilization Strategies Manager for the Wisconsin Council on Children and Families, a C-3 non-profit that is very focused on the state level. Vicky joined our call to share some information on the differences between lobbying and advocacy and what we can and can not do as a non-profit organization.</p> <p>Messages from Vicky:</p> <ul style="list-style-type: none"> <li>• We do not need to be a lobbyist to affect policy.</li> <li>• Advocacy is much boarder where as lobbying is very narrowed and focused.</li> <li>• Advocacy is education.</li> <li>• Advocacy has a whole range of actions that can affect policy. The spectrum begins with an individual doing something low impact like registering to vote, attending a rally, making a donation. The spectrum continues with individuals encouraging other people to attend a forum or distributing information. Higher impact actions would be meeting with local editorial boards or organizing a forum.</li> <li>• Do not have to be a registered lobbyist to meet with an official unless you are meeting to ask an</li> </ul>	<p>*Need into look into CO lobbying and advocacy laws.</p> <p>**Vicky has some list of advocacy ideas that she will send to (LF).</p> <p>***(LF) has a handout from the workshop she attended on lobbying rules for public charities at the federal level that she will circulate.</p> <p>****Will continue conversation in November.</p>

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	<p>official to specifically support, or not support, a specific policy that is to be voted on.</p> <ul style="list-style-type: none"> <li>• Lobbying rules only apply to state level officials anything lower does not have rules. Each state has different rules; need to pay attention to <b>IRS something</b> at the federal level.</li> <li>• It is all about how you do it advocacy.</li> <li>• Lobbying is one form of advocacy, a very specific kind of advocacy when you communicate with a specific office, on a specific policy on a specific position (side).**</li> <li>• Having some folks that are registered lobbyist can help when it comes to those specific offices, policies and positions.</li> <li>• Lobbying rules can vary widely between states.* Some states have free days when anyone can specifically lobby; for example 4 days every 6 months in Wisconsin.</li> <li>• There are A LOT of things you can do that would be education and advocacy.</li> <li>• <b>There are other ways to influence policy that does not involve contact with elected officials like getting people to attend forums on certain issues, distributing materials, speaking at other forums, meeting with editorial boards, there were other others ideas Vicky I had but I couldn't keep up.***</b></li> </ul> <p>Big difference between Wisconsin Council on Children and Families and AEE is the state focus verses the federal and perhaps international level we would be operating at and the very specific/focused issue (children and families). We need to find other</p>	

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	people/organizations that are interested in what we are doing and will take note of our “doings” besides public officials. How much information do we need from owners before we can form an opinion and move forward to advocate for a certain stance?****	
<b>Policy Discussion/Development:</b>		
EL-3	Small group of (RR), (DML), and (JP) presented new wording in the policy title, global policy and 2 new sub-policies to include the vital role of AEE volunteers.	The group will edit to clarify staff and (JP) will include on the consent agenda of the November meeting..
<b>ASSURANCE OF SUCCESSFUL CEO PERFORMANCE:</b>	<b>ASSURANCE OF SUCCESSFUL CEO PERFORMANCE:</b>	<b>ASSURANCE OF SUCCESSFUL CEO PERFORMANCE:</b>
<b>Monitoring:</b>		
EL Monitoring: Assign Direct Inspectors	Direct Inspectors are needed to inspect the following policies: EL-7 : CEO Emergency Succession Plan EL-11.1, 11.2, 11.3, and 11.5 : Accreditation Council Direct Inspectors will work in teams to look at each item and to find compliance.* Although (PL) did complete reports on all the sub-policies, he noted it was great practice.	(LF) and (MPS) will inspect EL-7. (AB) and (TL) will inspect the noted sub-policies of EL-11 sub-policies. Reports of whether the policies are in compliance need to be to (SP) by October 31.  Since we have direct inspectors for EL-7 and noted sub-policies of EL-11, members who have not completed their monitoring have less monitoring to do.
GP-4: President’s Role, GP-5: Treasurer’s Role, GP-6: Secretary’s Role	These policies were discussed on the September conference call and were recommended to be accepted when we had quorum.	We did not have quorum so (JP) will put on the consent agenda
GP-11: Cost of Governance	Everyone agreed we were in compliance with all policies.	The group recommended to accept this monitoring report and (JP) will put on the consent agenda
GP-12: Special Addresses and Awards by the Board	GP-12 was suppose to be monitored but was squeezed out in the process of adjusting monitoring schedules.	

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	Since nothing has really changed in this area, we wait until next October to monitor when we are on the finalized monitoring schedule.	
<b>Ends Monitoring Timeline</b>	<p>(PL) worked with (SP) to adjust the Ends monitoring timeline to better accommodate the new fiscal year as well as (PL)'s plans. Shifting the financial focused ends a month will allow for better numbers and better match with the new fiscal year.*</p> <p>The Ends are scheduled to be monitored in December but the group felt this may be a bit rushed for (PL). The Ends are monitored again in April and the group felt this would give (PL) time to create a strategic plan, as well as benchmarks.**</p>	<p>*The Monitoring Table is complete and finalized and (JP) will incorporate the table in the Procedures Manual.</p> <p>**There will be no Ends monitoring in December 2008 but will get on the regular schedule of Ends monitoring in April and December 2009.</p>
<b>BOARD BUSINESS:</b>	<b>BOARD BUSINESS:</b>	<b>BOARD BUSINESS:</b>
<b>New Board Member Orientation</b>	After getting everyone's schedule for Sunday, the group will only have time for 2 ½ to 3 hours for orientation. This will not be enough time so orientation will continue via a conference call in late November to complete the process.	(RR), (MK), (DML), (LF) and (MPS) are all planning to be part of the orientation on Sunday morning. The group will meet in Board Suite.
<b>Leadership Summit and Spring Meeting Dates</b>	(PL) reported the association currently does not have enough money. While the Board appreciates these tough decisions several members expressed the importance of the summit especially in a year that we have a new CEO, new Ends and other new procedures like a new fiscal year. (PL) expressed his commitment to raising/finding the money to make it happen as well as finding ways to reduce costs. Touch the Future fund could be potentially used as well. The board designated the summit dates to be June 12 and 13 with	The group empowered (PL), (RR) and Michele Grainger to look into the specific costs of holding the summit in CO and make the final decision as to whether we can afford it or not.

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	the Board meeting on June 11 and 12 (travel days would be June 10 and 14).	
<b>Auction Donation Update</b>	The committee is in the same place as in previous years – nervous about the potential lack of items.* Ask folks you know or any place that you do business with often: a pound of local coffee, artisans, clothing, outdoor gear, a family/organization vacation house, etc. (MPS) has been making some great local connections and has had some luck including finding an auctioneer. If you know folks that are coming to the conference ask them if there is something they can donate AND bring it.	*“EVERYONE get out and beat the bushes.”  (PL) could have office staff include a reminder to bring items for the auction in upcoming conference communication.
<b>Kurt Hahn Nomination Form Review</b>	Now that people have had a chance to use the new form, some feel the length could be a big intimidation factor. The suggestion on the table is to cut it down to 2 pages. Another suggestion was to cut it down to 2 pages and then have the additional pages attached with optional filling out to provide more support/info on the nominee. The whole reason the form was made so long was because there was not enough information collected on previous nominees to make good decisions, yet it is very time consuming to complete. Compromising of the ideas was to turn the process into a two stage process. Have people complete the first two pages and then the Board would take over the process of completing part two of the nomination. Hopefully this would cut down on the intimidation factor as well as be less time consuming and put more responsibility on the Board to learn more about the nominees as the nomination form is completed	(TL) will continue to edit the nomination form making it into two documents ready for review at the November meeting.

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<b>Nominating Committee Update</b>	The committee will not be asking Lee Gillis to join this year as they will be approaching him about being on the Board. The committee is going to strategic look at diversified representation on the Board and potential nominees thus they will be trying to create a diversified committee. The committee will be (RR), (BS) and hopefully 2-3 more members.	Goal is to have the committee finalized in November.
<b>Awards Committee Update</b>	(RR) reported the awards ceremony will be the same as it was last year with a small intimate evening affair. There is a wonderful slate of awardees. Unfortunately the committee will not be able to meet at the conference so they will be having a conference call before the conference. The committee will be discussing some of the concerns/issues around the awards and may have some proposals for the Board's November meeting.	Awards event, as well as the whole conference schedule is now posted on the AEE website. During the meeting we will review all the functions of the conference that we should be attending.
<b>Board Meeting Expenses and Scheduling</b>	Different interpretations continue to happen after each conference call so we will be including this item on the meeting agenda when we are all in the same room and can write it down.* Will have this discussion when all in the same room because we keep walking away with different interpretations.	*(JP) will include on the November meeting agenda when we decide/confirm specific numbers and procedures to use for this meeting.
<b>OWNERSHIP LINKAGE:</b>	<b>OWNERSHIP LINKAGE:</b>	<b>OWNERSHIP LINKAGE:</b>
<b>ROC Update</b>	Small group reported that past Board members are still trying to be tracked down. The feedback the group is getting runs the gamut of very positive to very critical.* Will not get to distributing the feedback piece to current AEE leaders before the conference, will have to wait until after the conference.	* We will be looking to tweak some of the wording/semantics at the November meeting.

