

**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> September 30, 2008
<b>In attendance:</b> Jess Barrie (JB), Andrew Bobilya (AB), Laurie Frank (LF), Mike King (MK), Maurie Lung (DML), Jennifer Payne (JP), Rob Rubendall (RR), Bob Stremba (BS), Paul Limoges – ex-officio(PL)	
<b>Absent:</b> Mike King (MK), Steve Pace (SP), Tom Lindblade (TL), MaryPat Sullivan (MPS),	

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<b>Announcements:</b>	(PL) shared the excitement for new Accreditation Manager Shawn Tierney who was recently hired. Everyone in the Boulder Office and the Accreditation Council is looking forward to his start on October 6.	
<b>Board Education Relating to Annual Agenda on Public Policy</b>	<p>Past Accreditation Manager Henry Wood joined the conference call and shared his reflections on public policy as it related to his job responsibilities and experience working for AEE. During his tenure, Henry became more involved with public policy in relation to accreditation because the Accreditation Council was really interested in looking at some issues. Henry highlighted three and his crash course in how to influence the decision makers:</p> <ol style="list-style-type: none"> <li>1. Wilderness therapy program standards (this was a harder one because it was tricky to figure out how to best represent AEE),</li> <li>2. US Forest Service looking to create a new category of users for schools and church groups (this was a hard one because info got to Henry late so that when he sent info out to members they usually had little time, to share info thoughts),</li> <li>3. No Child Left Behind (this one was easy because there was a group coordinating the</li> </ol>	<p>The education continues . . . . .</p> <p>(PL) is taking workshop put on by the Colorado Non-Profit Association the week of October 6. Half the day will be on public policy and the other half of the day is on fundraising.</p> <p>(LF) is attending a class the week of October 5 titled Worry Free Advocacy for Non-Profits” sponsored by the Alliance for Justice.</p>

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	<p>effort who passed accurate and timely info on to Henry who then passed it on to the membership)</p> <p>Henry received many comments and feedback from members praising the work; stating this was a service AEE should be providing it members</p> <p>Questions arouse in the discussion:</p> <ul style="list-style-type: none"> <li>• How are we going to influence public policy really well when we have such a wide variety of members with diverse interests?</li> <li>• How do we choose issues? Or do they choose us?</li> <li>• How much lobbying can we do as a 501 c3?</li> <li>• How do we get to the table?</li> </ul> <p>Henry offered answers to the last two: We can do more “lobbying” then we think especially in the form of educating. This was the tack he took as he distributed information; he was just passing information on to members. Fins out specifically we can and can not do and educate the membership.</p> <p>When it comes to getting to the table, Henry suggested working with trade associations in related fields, look for organizations that are interested in partnerships and collaborations. This has already happened in the outdoor world.</p> <p>Henry’s experience was AEE was not sought after by the press he had to be proactive to pass on “news” of the accreditation program. He wished us well and hopes we can make sense of this and figure out AEE’s role.</p> <p>The group was grateful for Henry’s time and felt this gave us a good start in realizing the breadth and the long process that is involved with public policy..</p>	

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<b>Assurance of Successful CEO Performance:</b>		
<b>Monitoring:</b>		
EL-5 Compliance Plan: Financial Conditions and Activities	<p>(PL) shared is his big picture approach we must have any time we look at finances. Thus the compliance plan we received for EL-5 was a list of immediate action being taken, as well as longer term actions. Paul reviewed his initiatives below.</p> <ul style="list-style-type: none"> <li>• Evaluate the organizational situation from different perspectives (ongoing), pro bono consultant (Boris Frank)</li> <li>• Take an aggressive approach to strengthen AEE’s financial condition (ongoing)</li> <li>• Realize that this is not a quick fix (ongoing)</li> <li>• Review and analyze AEE financial situation and historic perspective for the last six years (done).</li> <li>• Improvement of operational systems (done) <ul style="list-style-type: none"> <li>○ Create Roles and Functions activity and document (done)</li> <li>○ Develop and manage the 30-60-90 day prioritization tool (done)</li> <li>○ Update all job descriptions (done)</li> <li>○ Implement new tool and processes for performance evaluation (done)</li> <li>○ Recruit volunteers to help staff with specific office work (done)</li> <li>○ Implement strict P&amp;L variance analysis from all staff and cost center to be done every quarter (done)</li> <li>○ Put in place new FY09 budget schedule (done). <ul style="list-style-type: none"> <li>▪ Includes all staff revenue assumptions meeting</li> <li>▪ Includes all staff expense assumptions meeting</li> <li>▪ Includes all staff capital expense assumptions meetings</li> </ul> </li> </ul> </li> <li>• Reduce unnecessary expense (ongoing) <ul style="list-style-type: none"> <li>○ Implement new travel policy for staff and volunteers</li> </ul> </li> </ul>	<p>The BOD decided not to look at this as a compliance plan. The report from Paul includes several benchmarks that will serve as benchmarks when the next EL-5 rpeort comes up in the next month.</p>

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	<ul style="list-style-type: none"> <li>(done)               <ul style="list-style-type: none"> <li>○ Research and implement web conferencing procedures for AEE (in order to reduce travels (over \$75,000 per year) (done).</li> <li>○ Improve regional bookstore procedures in order to reduce cost.(ongoing)</li> <li>○ Evaluate the need for storage unit</li> </ul> </li> <li>● Put in place the finance advisory committee (done)               <ul style="list-style-type: none"> <li>○ Implement business strategies</li> <li>○ Improve reserve policy</li> <li>○ Improve investment policy</li> </ul> </li> <li>● Improve marketing and PR efforts and increase visibility for AEE               <ul style="list-style-type: none"> <li>○ Develop marketing plan to increase memberships, conference attendees, etc.</li> <li>○ Develop new PR strategies to provide more visibility for AEE.</li> <li>○ Develop new pricing structure for memberships, accreditation, etc... during budget process</li> </ul> </li> <li>● Develop and implement fundraising plan (ongoing)               <ul style="list-style-type: none"> <li>○ Add contractual staff to implement fundraising plan for AEE (Kerri-Ann Appleton started on September 15<sup>th</sup>)</li> <li>○ Add Interns for development and fundraising</li> <li>○ Add a contractual staff to develop templates, research, and write grants for AEE (Brenda Porter).</li> </ul> </li> <li>● My number one priority is to improve AEE's financial situation so that we can continue to achieve the mission of the organization..</li> </ul>	
GP-4: President's Role	No big concerns. (LF) noted the role is easier because the BOD is operating well as a team. (LF) also explained she has made a conscious decision to approach many issues/agenda items with an educative focus which may not be the choice of other Presidents, or perhaps Policy Governance. If anyone has any concern with this to please let her know.	Potential shared issue for the future: Should facilitating the hiring of the CEO be included as a responsibility of the President? If so is this a sub-policy or an item for the Procedures Manual? (JP) will include on the To Do List.
GP-5: Treasurer's Role	No big concerns. Just encouragement for all Board	*(RR) will propose the wording change when

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	<p>members to make sure they understand the overall financial pieces and if they do not to ask the Treasurers. Gratitude was expressed for (RR) answering many of our questions. (RR) reported he and (MK) are receiving current financial statements within in one week of the monthly “closing of the books,” an indication of the best system since he has been a Treasurer. Questions arouse around the existence of a Financial Advisory Committee. (PL) reported a committee is being formed to include our auditor and Dick Bakal, both working on an as-needed basis and interested in serving on the committee. The group felt the two Treasurers should round out this committee in ex-officio roles.* (PL) is thinking about creating a Fundraising Advisory Committee that would include legal guidance, investment knowledge, etc.</p>	<p>we have quorum.</p>
<p>GP-6: Secretary’s Role</p>	<p>(JP) felt she could be more familiar with the By-Laws but was reminder everyone can help with this knowledge. (JP) reported that minutes are still not being received from the standing committees (Awards and Nominating). Instead of minutes, the group thought a yearly report from each of the committees at a meeting could fulfill this obligation.* (JP) expressed concern for the lack of transition for this position when coming onto the Board.**</p>	<p>*(JP) will create proposal for changing the wording in GP-6.3.            **(JP) will review the By-Laws to see about a Secretary –Elect position and will create a proposal.</p>
<p><b>Monitoring Table</b></p>	<p>(PL) suggested moving EL-5 to November from October in order to have more “real” numbers. EL-7 and EL-11 would then be moved to October.</p>	<p>(PL) and (SP) will make changes to the monitoring schedule and distribute for the group to review.</p>
<p><b>New Operational Worries:</b></p>		
<p>NSEE Connection</p>	<p>(PL)’s Board term ended at the NSEE’s Annual Conference this month. He will not be serving another</p>	

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	term at this time. (PL) also reported a partnership/collaboration with NSEE. AEE also has agreements with PA (for the REAP conference) and ACCT.	
Finance Committee Update	See notes above for discussion of GP-5.	
Internal Board/Staff Audit	(LF) gave AEE the gift of an organizational audit. The Boulder staff is currently completing the audit and the BOD has been asked to participate.* Boris Frank, who has been serving non-profits since 1982 created the assessment and will be compiling it. He will identify possible weak spots as well as offer recommendations.	(LF) will email everyone the assessment form. *EVERYONE send the completed assessment form to (PL) and Boris Frank: <a href="mailto:borisfrank@tds.net">borisfrank@tds.net</a> by October 15.
<b>Board Business:</b>		
<b>Experiential/Adventure Summit Report</b>	<p>Those who attended felt it was great, “really great”, to see movement on a collaborative effort, even if lots of time was spent learning about/acknowledging the community that had gathered and creating a common language amongst those practicing EE in the room. There was great diversity in organizations and individuals represented as well a good blend of newcomers and old timers. The environment seem to be collaborative, participants see growing through partnerships. The summit seemed to come to the same crossroads as AEE: research and evaluation AND public policy and decision makers. Hopefully there will be a next time so action can be taken a step further. Those that attended felt (LF)’s reflection notes that were circulated with the agenda captured the summit well.</p> <p>There was a definite focus on adventure ed in the outdoors, many of the people at the table think of EE as adventure ed in the outdoors. A post summit thought</p>	We will continue our discussion of where we are going in regards to this EE coalition at our November meeting. (JP) will include on the November meeting agenda.

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	is to continue participating in this movement but to also create a coalition of a different EE aspect (like a CEO Coalition) or EE focus (like “indoor” EE). We could invite a targeted audience to gather in Montreal in November 2009).	
<b>November Meeting</b>		
New Board Member Orientation	The Wednesday night dinner (meet and greet new BOD members) logistics need to be scheduled around the auction crew getting things ready, around the Leadership Gathering, etc. Instead of leaving the hotel we will order in and have some appetizer like treats in our meeting suite.* We can then head to the Leadership Gathering in the other hotel and if people want to go out for dinner after the gathering they can. (Tuesday night half of us will be stuffing packets and the other half will be getting supplies for the Wednesday night gathering.) Concern was expressed about the Sunday orientation which now has been shortened because one of the new members has to leave by 11am. The group is looking for other times in the conference schedule to meet and complete the orientation. Since we are not doing a meet and greet for Sunday breakfast the orientation could begin at 8am.	*(LF) will ask Evan for places we could order food from.
Observer at the Meeting	An AEE member has expressed an interest in attending our Board Meeting in November. From our By-Laws we have not designated the meetings to be open or closed. Parts of the meeting will be closed and other parts will be open. An invitation will be extended to join us for the open sections.*	*(LF) will follow up with the member to extend an invitation to the open sessions.
Board Expenses and Protocol for Meeting	This year’s protocol was clarified; \$250 is a budgeting tool used for creating the budget not necessarily a	The group expressed a need to clarify procedures for expenses, get them in writing

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	cutoff limit for airfare reimbursement, members should work to find lower rates for airfare but the group also recognized we have little control over these rates and those that have to travel further should not be “penalized.” We did agree to each pay our hotel expenses for Thursday thru Sunday, and will pay for food expenses that go above a per diem (that is yet to be set) for our meeting days.	and include them in the Procedures Manual as well as look at long term budgeting. (JP) will include on a future agenda.
<b>Auction Update</b>	The small group acknowledged that every year at this time they are nervous with the lack of items for the auction but this year more so then past because of the numerous formal rejections they have received. They have lots of quilts.	EVERYONE needs to step up and ask for donations; open up your address book and contact friends. (RR) will follow up with (MPS) to see how she is progressing with local donations and contacts.
<b>Video Conference Update / Discussion</b>	Our By-Laws say we need to meet 3 times a year and everyone feels that video conferencing would meet this requirement. As we move into this new “venue” we need to think about how we can do it well. Some of the ideas we began to generate were trying not to cram as much as we do on conference calls, to do 4 hour chunks rather than a marathon day or weekend, incorporate ways to make them interactive. Piloting will begin in December potentially with Webex that will allow 24 people in the conference and also allow us to share files.*	*EVERYONE needs to get cameras and make sure your computer has a microphone.
<b>Spring Meeting Dates and Leadership Summit</b>	Need to establish dates for Spring Meeting/Leadership Summit.* (PL) will be creating a new Strategic Plan and would like to involve some of the AEE leaders in this process, this could coincide with the meeting and summit. Need to find a location that will accommodate us	*EVERYONE look at May and June calendars and respond to the Doodle that (LF) will send out soon.

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	coming and going for all these different groups as well as give us a great rate.	
<b>Ownership Linkage:</b>		
<b>ROC Update</b>	The working group has conference call coming up. Dan Garvey was on the board years before our list but people have mentioned him in conversations and therefore the group feels his feedback should be included.*	EVERYONE who has not connected with their assigned past Board member needs to do as soon as possible. Send completed feedback charts to ROC – (LF), (JB), and (DML). *(SP) will contact Dan Garvey and interview him on the new Ends
<b>All Other Business</b>	A donation reminder: Donate to your favorite organization – AEE (or at least one of your favorite organizations)	EVERYONE donate by October 15, either a check by mail or online.
	In preparation for the November meeting;	EVERYONE review agenda items on page 6&7 (page 8 in the older version) of the Procedures Manual and items that we were not able to address on the conference calls, as well as items in the Parking Lot and To Do List. If you have any new items you will need to “query” the Board to see if it is a shared issue. (JP) and (LF) need additional items by October 14. The agenda should be distributed by October 21 in order to honor our “silent period.”