



#### 4. Organizational Issues

- a. Treasures Report (AW). No new report. AW and CM met prior to the Memorial day holiday.
- b. Nominations Committee Report
  - i. Election of Liaison from Organizational Capacity. RW moves to elect AMcP as the liason from the Capacity Group. MMS seconds. RMcP abstains, otherwise unanimous approval.
  - ii. 2013 Slate of Directors. RW: We need to start a nominating process and committee. RW developed a timeline outlining the process and presented it for consideration. MMS – everyone should be challenging themselves to bring in new board members. Suggestions – identifying skill sets currently on the board, identifying organizations that should be represented. RK – representation of the working groups is critical as they are the foundation of the organization. RK attempts techno-whimsy. See the attached draft document from RW.
- c. AA moves to accept the conflict of interest policy as presented last meeting, as no comments have been received. AW seconds. Q (AH): who/where would bear responsibility for these issues? The secretary holds documents. Suggestion that employee be added as a category of relationship that might predicate a conflict of interest. RK recommends that everyone fill it out to identify challenges that might exist in the document. No opposition – unanimous consent for the motion. Amendments may be offered in subsequent meetings.

#### 5. Old Business:

- a. Second Quarterly Meeting (July, 9) 2013 (JBy)

The Habitat & Natural Resources Working Group will be facilitating a discussion on fracking in New York State, following a presentation from the Issues & Advocacy Process Group on the Action Agenda. Register for the meeting [here](#). An informational piece went out two weeks ago. Lynda Schneekloth from Sierra Club will be available to talk about the ‘Turn not Burn’ campaign.

Tentative Schedule (Subject to Change)

4:30 p.m. WNYEA Advocacy Agenda Presentation

Micaela Shapiro-Shellaby, Issues and Advocacy Process Group Chair

5:30 p.m. Dinner

6:00 p.m. Fracking Program Presentations:

Don Duggan-Hass, Museum of the Earth  
David Kowalski, Re-Energize Buffalo

Rita Yelda, New Yorkers Against Fracking & Food and Water Watch

6:30 p.m.

Discussion and Q&A Moderator: Jay Burney, Learning Sustainability Campaign & Greenwatch

7:30 End

b. Third Quarterly Meeting

i. Presentation of Advocacy Agenda

- i. Date: September 10<sup>th</sup>, 4:30
- ii. Place: Marcy Casino
- iii. Title: Activating the 2014 Action Agenda. Topic: Each Working Group will have an opportunity to present the status of the 2013 Agenda and the draft proposed 2014 Agenda to the member organizations.

c. 2014 Congress

- i. Date: November 9, 2013 (in the air)
- ii. Place: TBD, possibly the new UB EOC building.
- iii. Congress Chair REK
- iv. A meeting was held last week to layout the event. There was a discussion about having the meeting mid-week, possibly November 7 or 14. The board expressed a general preference for the 14<sup>th</sup>. See the attached draft schedule and notes from the meeting. Please provide feedback and look ahead to subsequent meetings.

6. New Business:

- a. Request for a delegation to attend Conference in Erie PA (LS)

*The Nonprofit Partnership [www.thenonprofitpartnership.org](http://www.thenonprofitpartnership.org)  
October 22, 2013 11:15 to 12:30 with networking lunch to follow.*

*"This 75 minute workshop in which you can tell your story fits well with a track of workshops we are calling "Building Smart and Caring Communities" where we want to showcase successful examples from other regions who are facing the same issues. The urgency and promise of this workshop you might present is very real for us, as we have the beginning of a number of green shoots and environmental groups who are beginning to come together under one umbrella here at long last. Hearing your story, seeing the GrowWNY site, and having the chance to network with you to build an even larger movement across state lines would be very useful - probably for your group and for our members here."*

Sense of the board – we should attend. We may be able to leverage a presentation that RMcP is giving earlier in the month. We should work to get the Erie Community Foundation there. JE, MMS are interested

in attending. Look for the regular October board meeting to move to accommodate this opportunity.

7. **Report of Committees:**

*(PLEASE NOTE written minutes or a report should be submitted to the list serve prior to the meeting if possible)*

a. **Membership Committee (LS,JE,AA)**

- i. New Applications Membership Report: LS moves to accept Citizen's Environmental Coalition and Niagara Gateway Columbus Park Association as members of the WNYEA., RW seconds, No opposition, RK abstains. Unanimously approved. It is suggested that communications refer to "over 100 member organizations, supporters and affiliates".
- ii. Email May 8, 2013 from NYSOEA:

*Hello Bob,*

*New York State Outdoor Education Association (NYSOEA) has posted a WNYEA logo on their website: [www.nysoea.org](http://www.nysoea.org). This is in reciprocation for NYSOEA's recognized affiliation with WNYEA. If you wish to cease partnership/affiliation with NYSOEA please let me know. Otherwise, as I have discussed earlier, I look forward to strengthening our common mission in any manner you deem appropriate. Thank you!*

*~Kimberly*

RS – we may want to consider how to affiliate with groups in general. Discussion will follow about how we affiliate or partner with other groups.

d. **Communications and GROW Subcommittee (RAM KK)**

- i. See the update that RAM and KK sent around about the communications strategic plan.
- ii. Board Editorial Submittals
- iii. Internship. Two interns will start next week. The hope is to have an intern for every group chair by the beginning of the academic year to help take notes and to drive the advocacy agenda.

8. **Report of Alliance Groups:**

***(PLEASE SEND Any DETAILED REPORT OF MEETINGS VIA EMAIL SO WE HAVE TIME FOR DISCUSSION)***

- a. **Working Groups—Privileges and responsibilities of Chairs ( attached)** (REK)

- i. Habitat and Natural Resources (JBy)
  - 1. Progress on Agenda.
  - 2. Status of 2014 Agenda Proposals. Making progress.
  - 3. The quarterly meeting is all set.
- ii. Parks and Recreation (BD)
  - 1. Progress on Agenda
  - 2. Status of 2014 Agenda Proposals
  - 3. An issue relating to the green plan may be coming out of the group in the near future.
- iii. Energy and Climate Change (TY)
  - 1. Progress on Agenda. The group continues to work on the feed-in tariff issue.
  - 2. Status of 2014 Agenda Proposals
  - 3. An ad-hoc Greenway Task Force met 5/23. The next step is to circle back to Sam McGavern to see what the next steps are for PPG and to see if it is logical for us to collaborate with their efforts. A collaborative plank might be developed involving multiple working groups.
- iv. Pollution and Hazardous Waste (JE)
  - 1. Progress on Agenda. Meetings are pending with Tom Reed , Catherine Young and Chris Collins.
  - 2. Status of 2014 Agenda Proposals
- v. Urban Regeneration (AA)
  - 1. Progress on Agenda. The GreenCode, 1 region and Buffalo Billion continue to inform this agenda. AA will be withdrawing as chair of the urban regeneration group.
  - 2. Status of 2014 Agenda Proposals
- vi. Environmental Justice (EH)
  - 1. Hosted 'Green For All' – 2 facilitators and about 15 folks engaged in relationship building and visioning around the subject of diversifying the alliance and the environmental community.
  - 2. Progress on Agenda
  - 3. Status of 2014 Agenda Proposals
- vii. Growing Group (RW)
  - 1. Progress on Agenda. Erie County Board of Health voted to approve a food policy council for the county. Thanks to all who helped make this happen.
  - 2. Status of 2014 Agenda Proposals. The focus at this point is on food hubs.
- viii. Transportation (JB) No report
  - 1. Progress on Agenda
  - 2. Status of 2014 Agenda Proposals

**b. Report of Liaisons to Process Groups**

- 1. Issues & Advocacy (MS)

- a. Progress on Agenda/ Presentations. Look for information about a opportunity for MS or RMcP to come to working groups to help with the process.
- b. Rapid Response Team ( REK MS AA)
  - i. Food Policy Council Letter

- 2. Education & Outreach (LH)
  - a. Member organizations should consider hosting a member of the speaker series to help get the word out about the series and our issues. RK suggests a one-pager for the technical society council. AW gives an open invitation to the bureau to present an event.
- 3. Organizational Capacity (AM)
  - a. Initial Meeting

9. Adjourn ( approximately 1:30) Moved and unanimously approved.

**REMAINING REGULARLY SCHEDULED MEETINGS:**

**Board of Directors 2013 Scheduled Meeting Dates: Fourth Tuesday of the Month**

**June 25   July 23   August 27   September 24   October 22**

**Quarterly Meetings**

**July 9,2013   August \_\_,2013**

**WNYEA Congress: Annual Meeting November 9, 2013**

**November 26, 2013 Organizational Meeting**

*Holiday Break No Meeting December 2013*

## **Western New York Environmental Alliance**

### **BOARD NOMINATIONS COMMITTEE**

Tuesday, May 28<sup>th</sup>, 2013

#### **Draft Work Plan**

##### May

- Share task list / candidate recruitment timeline with the Board

##### June

- Create a one-page info sheet on being a WNYEA Board Member
- Identify key traits for potential board candidates (skills, experience, traits, target demographics, and interests that we need on the WNYEA Board)

##### July

- Identify potential candidates to fulfill empty seats

##### August

- Reach out to potential nominees to inquire whether they're interested

##### September

- Send list of board nominees and bios to the WNYEA membership before the 2013 Environmental Congress

##### October

- Encourage candidates to attend working groups
- Create orientation for new Board Members

##### November

- Facilitate Board vote at the Congress
- Orientation for new Board Members

2013 Congress Draft Agenda

Date: Thursday November 7, 14, 2013??

Place: UB Educational Opportunity Center 425 Washington  
(Plan B - Harriman UB South Campus)

DRAFT AGENDA –(as of May 24 2013)

| Time      | Description  | Required  | Assigned to |
|-----------|--|---|-------------|
| 5:00-5:30 | Registration   | Table , chairs, ballots for election, Table tent cards for member organizations |             |
|           |  |   |             |
| 5:30      | <i>Introduction</i>  | Microphone  |             |
|           |  |   |             |
|           | Year in Review   | Screen, AV<br>RAM to coordinate CFA<br>(\$\$)                                   | KK          |
| 5:45-7:15 | <i>The WNY Environmental Alliance As Advocacy</i>  |   |             |
|           | 1. Advocacy Agenda Planks<br><br>a. 2013 Planks Progress<br><br>b. 2014 Advocacy Agenda Planks | Presentation of Progress by Work Group Chairs?                                  |             |

|                  |   |             |            |
|------------------|---|-------------|------------|
|                  | Presentation  |             |            |
|                  | <b>2. How Advocacy Works</b><br><br>a. Overview of the Process and resources<br>b. Member Organization Feedback and Questions |             |            |
|                  |   |             |            |
|                  | <b>3. Speakers Bureau Examples</b>  | Text voting |            |
| <b>7:15-7:30</b> | <b>BREAK</b>  |             |            |
| <b>7:30-8:30</b> | <b>Dinner and Speaker</b>   |             |            |
|                  | <i>a. Announcement of Election results</i><br><i>b. Speaker Judith Enck USEPA Region 2</i>                                    |             | REK<br>RAM |
|                  |   |             |            |
|                  |   |             |            |

## 2013 Strategic Plan: GrowWNY 2.0 Check in

05/24/13 KMK

### Objective:

In 2013, we want to **integrate** the voices, expertise, experiences and successes of the Western New York Environmental Alliance into GrowWNY.org and its social media platforms through increased participation from Alliance Members, Affiliates and Supporters, in order to **educate** the community and increase environmental collaboration.

### Goals:

- ✓ **Social Media:** We've gained 136 fans on Facebook and 295 Twitter followers.
- ✓ **Blogs:** 12 blogs a month are written by Alliance members, supporters or affiliates
  - a. **February 2013:** 8 WNYEA blogs; 5 other public submissions
  - b. **March 2013:** 8 WNYEA blogs; 4 other public submissions
  - c. **April 2013:** 8 WNYEA blogs; 8 other public submissions
  - d. **May 2013:** 15 WNYEA Blogs; 2 other public submissions
- ✓ **Publicity:** There has been great coverage around both our member organizations, and the Alliance, in both local and national media. (i.e. Tonawanda Coke and CACWNY, Mapping Waste and the WNYEA Waste Working Group, NYSDOT letter from the WNYEA Transportation Group)

### Challenges and Solutions:

**Challenge: Everyone is a volunteer.**

**Solutions: Education, training, refresher courses, templates, etc.**

- ✓ **Education & Training:** A communications and advocacy workshop series is currently being developed. The series will alternate monthly between advocacy and communication topics and will convene on the second Tuesday of every month. [see attached proposal]
- ✓ **Meeting Blog Template:** Blogs have been published in this format and have been well-received by the readers. In April's Green Zine, the link to the meeting recaps page was one of the most clicked links in the entire email.
- ✓ **Board Support & Editorial Calendar:** The Board support has been fantastic. Only a few Board members have not signed up for the editorial calendar yet and only one month in 2013 has no Board member signed up for it (December).
- ✓ **Adding GrowWNY to media list and increasing discussion between communications staff:** GrowWNY has been added to many media list. This is an ongoing initiative.

**Challenge: Process is unclear at times and sometimes halts progress.**

- ✓ **Solution: Clarify the processes of the Alliance in a quick "cheat sheet."** —An budget for creating an infographic for the Advocacy process has been approved.

**Challenge: Building WNYEA brand and fostering a consistent brand image.**

**Solutions: Create brand standards and encourage the use of the WNYEA logo.**—In progress

**Challenge: Membership Communication**

**Solutions: Organizational feedback, email blasts, interns, etc.**

- ✓ **Interns:** We'll have two interns this summer (Kristen & Joshua) who'll be working on a membership communication project that'll allow them to get feedback from our partners.