

WNYEA Board meeting

Motion to adopt agenda and meeting minutes for the last meeting made by ryan, second by erin Heaney

These have been adopted

Recap of quarterly meeting:

Had smaller turn out, needed to get out sooner

But the 716 info session went well, Kristen talked about this. At 4:30 before meeting went through this again, opened for conversation. How member organizations might use this or what workshops they want. Potential is there, needing to find the fit.

- Overview of quarterly meeting
- Comment of environmental coalition in Washington?
 - Comment was trucks, fish, and everyone thought it was really awesome (penn state, Berkeley) etc.
 - All questions on texting campaign
 - Went through mission and vision, and goals from strategic planning rooted in shared agenda, so it wasn't a departure but continuing revolution
 - Did not pick up much conversation because wasn't to be opened up yet
 - Presentation requested for the Baltimore presentation with the university tilted approach (guy at the end on the left of me)
 - Two minute synopsis of annie Leonard visit: whole message was to strengthen civic muscle, t-into the alliance.
 - Meeting about one region forward, overview and mapping, 6 tables of mapping, added some to existing 92
 - Great process
- River keeper info stuff:
 - Met with Cam Davis: President Obama's senior advisor on the great lakes restoration initiative
 - Message he brought was relevant to the alliance, and where we could be positioned for national foundation \$\$
 - Wonderful great lakes hub
 - Model work: being the alliance, starting in Erie
 - Not well taken by Chicago, we can push dynamic energy
 - As an alliance should we align with the Great lakes since the great lakes united does not exist
 - Told that great lakes is the fourth largest economy in the world (behind us china and japan) can ecological restoration be the forefront of economic development
 - That's where the motivation is for national foundations
 - Overbrook foundation funding for strategic planning
 - Reifocused action network, moves major markets
 - What's your transformative footprint

- Seed funding to try and get to the bigger transformative vision? We would have to go in as a board that that's what we want.
 - Comment by: Rick: All action as of now is through action groups, how strong is lake erie river keeper
 - Help develop a group and help support it?
 - Develop a coalition? Local, increasing discussion of phosphorus pollution...
 - Bob: via phone, calling in to have a corrum.
 - Jerry Yonkers on the IJC? Involved and claimed going to be back as chair of energy committee but that hasn't been committed, see what his lakes wide connections are and what he can add
 - At the funders network lunch at martin house... mott foundation? Lake wide policy issues to help fund? Jumana, Alicia?
 - Ali: cam davis headed up something like this in Chicago
 - Think outside the box, and boil up what the alliance does into a place based approach to what the whole group does as a force
 - Not as a traditional model
 - We need to create a new one
 - Looking for transformative designs, not the traditional pump up riverkeeper
 - Environmental and the business
 - WNYEA and businesses too, they are key**
 - Replicable model and putting ecology on the forefront of economic development
 - We are the core of what could be brought together as a solution and place based thing with the WNYEA pushing this forward?
- Ryan: how do we advance this?
- Ryan and Ali: Creating new model of ecological restoration, different model for the alliance. Deeper staff for the alliance, high impact campaign that are much harder

hitting than what we do now (HAVING A POLITIC)

- Basically saying we could set the model for this and get national funding for it
- The idea of the blue economy: riverkeeper? If this was taken outside of water it could be so much more dynamic! Diversified and integrated approach.
- Rick: going after major money, we need a host for this.
- Ali: Do we write a paragraph for this and try and play with the idea? We need to be catalytic
- Who we wanna be when we grow up: seed money partially as strategic planning and part of putting together our framework
 - Ryan: this organization has advance, figuring out how to advance all of our work with this bigger funding
- Me: do we come at it from the riverkeeper and water idea as the big thing we get behind and then making our economy part of ecological restoration that keeps all the pieces that we have as part of the WNYEA
- Ali: trying to make WNYEA competitive in its posture in a competitive field. Lifting this paragraph up and boiling up our transformative projects into something new.
- Ryan: embryonic, is it okay to have these concept conversations to start this as a strategy to bring together this funding
- Art: we need to come up with something different because we need funded and funding dedicated to us because it hinders each of our organizations
- Erin: Tension between needing money to exist and not letting the money dictate where we go
- Art: mitigating strategy is to have multiple funders for this
- Rick: we're bringing together the approach to dealing with something so big, how big should this be? All the great lakes or taking on those that are within WNY's reach? We could bring together many many contacts about how to implement this.
- Jay: bringing it back to our members, having a hard time engaging them, we must at least consult them. unsure how, is it appropriate, but joining and wondering where we go with that? It needs to directly address what the members want.

- Me: I think we need to ask things of the members and also visa versa.
- Ryan: to move mission vision and goals forward, how to we create a transformational picture within the afformentioned things to get the funding to get this. Not letting the tail wag the dog but needs to be attractive enough to replicate and fund etc. Ali putting together one page for this, we need to start this conversation but this is no where near dedicating to this road. We need to talk to members about this for sure. Need to be on next quarterly meeting! (Jay)
 - Now to engage membership they also need to engage themselves
 - Next meeting: this is our content area and we can get a good answer of if this needs to be the quarterly (july) next board is in april.
- Treasurers report: at just under 1000 and we will get a 10% decrease in funding in august
- Mikala (MSS): action advocacy agenda: piece in the news about fracking in the buffalo news
 - Jay: **He is a member of the WNYEA and told me that he did not identify himself as speaking for the WNYEA**
 - MSS: we need to address the dialogue about controversial issues which is a moment to undermine the work of the advocacy plank and action agenda. Opens the door to think that we may not be united on the issue.
 - Ryan: the member organizations can write what they want as themselves, but they shouldn't (?) identify as a WNYEA member, but only as their organization
 - If publishing, do not write a contrary position to the advocacy agenda, if you identify as an alliance member??
 - Ali: to be a high impact group and represent organization with transparency. Putting something public after identifying selves as a member of the organization needs to go through the board. But okay if it is as themselves or as a member of their own organization.
 - Art: this isn't a new position for him, we should be careful in trying to slam back his ability of academic position. This isn't out in left field, he's always said it..
 - Ryan: identifying as an alliance member, knowing that it is opposed to the explicit outline layed out by the WNYEA undermines the goals
 - Rick: needs to be an explicit written clause and policy that addresses when you can publish that you are a part of the board
 - **Ryan: If using your affiliation with the alliance publically, publishing and presenting, publicly espousing a position and you

want to put your affiliation as an alliance member forward, it needs to go through the rapid response outline.

- ****Ali/Ryan: Any public position taken by an alliance member needs to be brought through the rapid response group if they want to identify themselves as a member of WNYEA; permission is needed through the rapid response with an affirmative response.** If they say who they are, they need to say what the alliance's stance is. (?)
 - about anything or advocacy positions
 - needs to be brought up in strategic planning
 - asking them to get permission to espouse a position that has to do with alliance material
 - **this will be: voted on, can be revoted on next meeting; 7 for, 2 opposed. Motion carries. *On the agenda for the next meeting. Jay and Art opposed this.***
 - **Jay- "I am emphatically against this resolution."**
 - **Working group chairs need to get that language down and over to colleagues.**
- KK: written value adds value to having membership in this organization, speakers bureau part, the disclosure statement in all presentation
- Rebekka: who is speaking through the speakers bureau? Need some kind of process for who and when and what is happening with that that month.
- KK: hard right now because they need to be turned into profiles on the website. (this thrown on upcoming meeting)
- Back to identification: cannot do it without permission from the rapid response team (Rick)
- Jay: thinks the alliance does not need to be a monolithic speak with one voice group, having robust conversations are an important part of this. We have an advocacy position however
- MSS: Once the alliance chooses the position, we need to stick with it, but we can certainly have robust conversations
- Ali: members thrown around loosely, what does it really mean?
 - Time sensitive things?: objection to holding on action things
- Communications presentation:
 - Additions to agenda:
 - Housekeeping: CFGB; we have new things going on, for instance, dedication to following we're following processes. Double checking all ducks in a row.
 - Having conversation with her to figure out conflict of interest and confidentiality policies. Never been accepted nor signed. Only discussed. Needs to be on the next meeting's agenda. CFGB says we are all volunteers for the alliance, we need to double check this for next meeting. Paperwork.

- Earth Day: celebration green drinks, happy hour, 5-7, first 60 people to register get a free drink. Partnering with ___ and having senator mark krisanti say a few words. April first the invites will go out. Green drinks pushing it out too. Help please with the texting campaign. Participate in the conversation. Piece for vehicle to bring celebration to the texting campaign. Trying to get as many different texts in to give and have krisanti to receive these wishes to him. He will then say words about them. applying grassroots support to this elected official.
 - Senate environmental committee... where is that support?
 - No one else yet because of capacity issues
 - But we might drum up attendance if he is there.
 - New channel to open conversation to string it back to what the alliance is working on, so that we have this on record to identify what their key focuses are. Another channel for us to increase participation and to send out the action items to grassroots. Reintroduce to elected given the mission and vision which will require a conversation.
 - Not a good conversation about krisanti. Making chicken salad out of chicken shit
 - Sustainable business round table also a part, with green drinks
 - In lieu of the previous conversation we have to understand what that elected official means. We should talk about this and talk about maybe getting out of the offer.
 - Have this conversation with bob. Or we just invite all the other ones and it's pretty open to the public.
 - Erin: let it go this time and just put it on the agenda for next time.
 - KK: put the events and capacity level on the agenda for future references
- Back to communications:
 - Presentation on alliance communications vehicles: sum up the streams and the questions that talk about the policies
 - Internally: to the board, members, working and process groups
 - Board email list (5 people who are not board members; tried to put on CC line, different issue for long term), meetings notices, agendas, minutes, virtual voting
 - Externally: community, elected officials
 - Alliance membership master contact list:
 - Put together by last summer's interns – has been documented and condensed. Needs consistent updates. We need a staff to do this with, interns are scraping by.
 - Mail-chimp: e-blasts, send out to memberships: also a grow list
 - Members supporters and ... 412 (internal)
 - Vs. primary (93) contact lists (internal)

- Policy question: if member organizations are asking to send things to these lists on their behalf
- Form builder for RSVP (w___)
- External:
 - Call to actions....
 - Website: growwny.org
 - Gathering content, interns and KK
 - New website facelift
 - Social media:
 - Extension of website:
 - Looking at what's going on in each and how we can share it
 - Generating this content
 - Facebook and twitter are most common, stats on here.
 - GreenZine: Monthly E-Newsletter
 - 1419 subscribers
 - Anyone can be on here
- 491 are members affiliates or supporters
 - could be opposition peoples, and just supporters
 - if someone comes to a quarterly meeting and affiliates with an organization: where does their email go? Nowhere.
 - Media training goes to the 491.
- Working and process group listserves (11):
 - Needs to sign up on website, email notification that they want to be on it. Either forwarded to listserv chair (working group chair) and some say auto approve. (discretion at chair level currently) used to circulate meetings and minutes etc, etc.
 - Anyone on the listserves can communicate with all on the list serve.
 - Is this external or internal communications?
 - Discussion item: and circle back
- First strategic communications plan:
 - Realistic goals
 - Long-term versus short-term
 - Measuring calendar year (jan-dec not feb-feb) goals on facebook, twitter, and email
- Internship program:
 - 3rd cycle
 - trying to shape as we go
- technology updates:
 - now have new mobile friendly website
 - backend is much more user friendly
- member communication engagement
 - big win to just have the list
- Brand development moving forward
 - Taking advantage of all we have to offer ect
- Moderating management
- Policy work

- Easy thing to bite off, what do we do now in terms of communicating our advocacy planks
- We've had some communications already
- *Advocacy communication strategy (Rebekka and Ali)
- Policy regarding our communication**
- Shifting responsibilities
 - Where we might be able to shift responsibilities with lower \$\$
 - Small transitions, board taking over some communications responsibilities
- Membership/Public? engagement should be the core:
 - What are we really measuring, measuring impact from engaging them
- **Key Policy questions to address that need clarification:**
 - Who can join a working process group listservs?
 - Need to come up with a stance
 - Do chairs still have the precedence to decide
 - Defacto policy currently, just by default.
 - Me: what about a questionnaire of who you are before it goes to anyone to delegate it? So that there isn't more work for a chair etc
 - Who can use the alliance master list or the green-zine list?
 - If this communication portal isn't what we give membership what do we give?
 - There must be some defacto policy, we're liable and not on good footing without a policy
 - What are membership benefits? Why would you want to be a member?
 - *Current practice is to not to give it out, waiting for strategic planning to shed more light on this and what members may want.*
 - What's the difference between a recap blog and meeting minutes? Who is responsible for what?
 - Conversation topic, who's responsible, not pressing
 - Editorial policy up-to-date?
 - June 2012, policy for posting is up on grow website, so that have to read and understand policy for posting, just journalistic standards. Opinion pieces, submit your picture etc etc.
 - Erin: added questions:
 - Data management; thinking about a list long-term, segmenting the lists to maximize the use to members.
 - For internal and external, who and how
 - Access to a list could be a huge benefit from member organizations, access to a larger list. Segment lists based on policy decisions. (small medium or large or subsets within). Constantly be thinking about building lists and tracking what they agree upon for communication. Not just for newsletter. (me: maybe for calendar??)
 - Ali:

- Framing piece, bring communication up to front end of the agenda, it becomes everything because it is how we communicate. How to communicate that strategic planning.
- Ryan: We need a subgroup working on this path.
 - Where to we go? Subgroup (me: to answer questions and maybe propose some solutions)
 - Part of the membership values discussion
- Next board meeting:
 - Go further into concept of capacity building, how we want to pitch this concept through strategic planning
 - Global ecological ___ group?? following up that the board is still discussing, on the april agenda.
 - June 7th, just transition conference. Panel of speakers and lots of break out groups. Brownfield redevelopment, taking care of workers etc, etc. preliminary agenda will be sent out.
 - Diversity survey: will be compiled (10 responses) what we have and what we need.

Other:

- Residential solar at gateway was awesome last night, UB?