

## **CWMA Board Meeting Wednesday, July 29<sup>th</sup>, 2009**

Glenwood Springs Community Center, Glenwood Springs, Colorado

In attendance: Elizabeth Brown, Jonathan Rife, Sheila Grother, Steve Anthony, Ron Mabry, Judy Noel, Cathy Shelton, George Beck, Kevin Gallagher and Kathleen Fisher

Committee members: Alicia Doran, Crystal Andrews and Fred Raish

Guests: Steve Blunt with the Colorado Department of Agriculture and Tracee with Peak Resources

The meeting was called to order at 11:03am. The minutes from the last meeting and executive sessions were reviewed. A motion was made to accept the minutes from the last meeting and three executive sessions as presented by Cathy, seconded by George. All in favor, the minutes were accepted (all four sets) as presented, motion carried.

Elizabeth Brown presented the president's report. As Mel Shumway has stepped down from the board, Ron Mabry, the runner up for the CWMA board position has been asked to fill in and has accepted the nomination to carry out the remaining term. Ron Mabry accepted the request. A motion was made by Sheila and seconded by George to accept the nomination and accept Ron Mabry to the board. There was no discussion, motion passed. Ron Mabry has been elected to the CWMA Board of Directors.

Elizabeth Brown handed out the final committee chair procedures. The drafts were distributed at the last board meeting for review and the changes submitted have been made. A couple of changes to note are the last two bullet items that have been added. Numbers 10 and 11 were also added to clarify some issues that had come up in the past and the third bullet under #9 will be removed. One additional change was made by the board to write out President Elect instead of PE. In addition to the committee chair procedures, each committee chair should submit their operational procedures for their individual committees. Elizabeth Brown will follow up with the chairs with the assistance of management. A motion was made by George to accept the operations and procedures manual as presented, seconded by Sheila. All in favor, there was no further discussion, motion carried.

Along with the committee chair procedures the board discussed the use of the CWMA logo for affiliate sponsorships, such as weed tours. There was some discussion on how to control the use of the logo on behalf of the association in the future. The board agreed that funded projects (such as weed tours and committee projects) will follow protocol as always and non-funded projects will require approval to use the CWMA logo. To establish some sort of procedure, Cathy suggested that organizations and affiliated events notify the CWMA office and request to use the CWMA logo. From there an email will be sent to the Board giving Board members one week to comment for approval.

Elizabeth Brown presented the executive report. In addition to the financial changes discussed later, board members were reminded of communications protocol. Any questions or concerns should be addressed to the executive director, executive committee or the committee chair in relation to your question before correspondence is sent to the board in full. This operational protocol is not intended to decrease transparency but rather to prevent confusion and miscommunication. In other executive news, an email came in to the CWMA requesting a discounted rate for seasonal employees and the executive committee has decided to pass the issue to the membership committee for further review. As the CWMA currently has a discounted group membership rate the board would like to investigate the perceived value of another discounted rate by the membership. There was some discussion. The membership committee will look into this request and will keep the board updated with any of their findings.

The logo is being changed to professionalize the Association and for branding purposes. The newly revised CWMA logo was distributed to the board for review. A couple of changes were made. Need to capitalize "Time" in the slogan and would also like to make the green darker or a sage green instead of brown. The final versions with three different greens will be sent to the board members for an email vote. A motion was made by George to accept the newly revised logo design with a contingent five-year commitment that the logo would not be changed or revised for a minimum of five years. Seconded by Jonathan. There was some discussion and the board concurred that the logo needs to remain consistent for a minimum of the next five years. The logo design was accepted with the color to be finalized by the board's email votes. All in favor, motion passed. There was some additional discussion on the slogan selected for CWMA and the possible alternatives that could be used. A motion was made by Jonathan to

accept the slogan “Protecting Colorado One Weed at a Time,” seconded by Judy. There was no further discussion. All in favor, motion carried.

The 2009 budget was reviewed. Membership is down which may be in part due to the transition or in part due to the economy. Since the accounting software has been changed the board will not have truly accurate comparables until next year. Right now there is also \$1500 that has been budgeted for the marketing committee for the DVD. But the board voted that project down at the January meeting in favor of the billboard project that was later thrown out at the budget review meeting in April. Elizabeth has asked the committee to resubmit the project but hasn't seen anything from them. Elizabeth wants to ensure that all committees follow the same protocol so the funds cannot be allocated until the proposal has been accepted. A motion was made by Cathy to remove the \$1500 from the marketing committee from the 2009 budget for the project to be represented next year, seconded by Judy. There was no further discussion. All in favor, motion passed. A recommendation was made to reallocate the marketing funds for the DVD project to the Biological Control Book artwork and design budget for this year. This reallocation would provide funds for the approved and accepted Biological Control Book project (of which artwork and design was not budgeted for) while allowing the marketing committee to re-evaluate the project and submit a revised proposal and budget to the Board in January. A motion was made by Judy to allocate \$1,500 to the biological control book for graphic design and artwork, seconded by George. There was no further discussion, motion carried. The new budget for the biological control book will be \$2,500. The NIWAW DC expense budget was reviewed. Elizabeth submitted her reimbursement for the trip expenses to the board. The travel expenses incurred exceeded the budgeted amount for the year. This has been a consistent occurrence over the last few years with increased travel expenses. There was some discussion regarding the budgeted amount and future travel costs. The current budget for NIWAW expenses will be kept the same for the 2009 budget and the travel expenses for 2010 will be tabled until the October board meeting. A motion was made by George Beck to fully reimburse the additional expenses incurred by Elizabeth for the NIWAW trip, seconded by Ron Mabry. There was no further discussion. A motion was made by George to accept the 2009 budget as presented, seconded by Jonathan. There was no further discussion, motion carried. The 2009 budget has been accepted as presented.

Kathleen Fisher presented the executive director's report. The transition is going as smoothly as can be expected. Management has been meeting with committees and assisting with their projects. The CWMA website draft was presented to the board for review. Management has been working closely with Alicia Doran to recreate and transfer the existing website. The new website is scheduled for completion in December. In other news, book sales have been good and the new logo has been finalized and will be used on the new CWMA stationery that will be printed later this year. Management is working closely with the committee chairs of active projects and encourages anyone that is interested in joining a committee or getting more involved to contact the CWMA office.

Steve Anthony presented the bylaws report. One of the discussions that have come up is why the bylaws are revised every year. While the board would like to keep the bylaws consistent, there are still a few clarifications and procedural changes that need to be made such as under the mission statement, it needs to say conserve instead of preserve, and the term invasive species needs to be revised to plants. The bylaws also need to include electronic communications and protocol for email voting approval and for events that don't require funding. Board members that have comments or revisions need to submit their changes to Steve by August 14th. There was no further discussion.

Jonathan Rife presented the annual conference report. Please see attached report. Most of the agenda has been finalized. There are a few speakers and topics that are still being confirmed, but overall everything is looking really good. The committee would like to send out a save the date postcard for the annual conference to all members by September 1<sup>st</sup>. Elizabeth will send the cumulated list from last year to management. A motion was made by Kevin to approve the draft agenda for the annual conference as presented, seconded by Judy. There was no discussion. All in favor, the agenda for the 2009 Annual Conference has been accepted.

Crystal Andrews presented the education report. Please see attached report. The biological control book design is underway. The photos and text have been selected and the next step is design. The committee will meet after the design template has been created to finalize the layout. The committee is very excited to get going with the book

and are planning on completion by the December Annual Conference. Crystal also has articles written by members that she would like to send out to the membership, but they need to be edited by a professional writer before they are distributed. Kathleen volunteered to assist in the editing with the articles as administrative time allows and assist Crystal with distribution. The committee would like to start posting the articles on the CWMA website for members as well as for a consumer benefit.

Tina Booton submitted the marketing committee report. Please see attached report. The marketing committee has been looking into additional funding through Branch.gov for educational species grants, outreach, etc. More information will be presented to the board once they have more information. George also volunteered to assist in the search for additional funding.

Cathy Shelton presented the membership report. Please see attached report. The membership committee has been working with Sherril Rahe to create the next newsletter that focuses on membership. Cathy distributed the membership location map (created by Sherril) to the board for review. The map gives us a great idea of where our membership is centralized and what areas we need to work on. As far as membership goes, about 50 members have dropped or cancelled their membership. Organizations like CDOT went from 25 to 5 members. One of the biggest losses was the State Land Board. At this time it is difficult to know if the decrease in membership is due to budget cuts or lack of communication. With the last executive director resigning in December and the new management coming on in late February a lot of members could have missed their reminder. Cathy would like to look into a postcard mailer or reminder for people to pay their dues. Jonathan suggested possibly sending out a reminder with the annual conference. Management made a recommendation to the board to split up the names for board members to personally call the dropped members so they know their membership is valued and that we would like them to continue to be a part of our organization. A vote was taken to see if board members would be willing to call members that have not renewed. All board members were in favor of calling the unpaid members. Cathy will work with management to distribute the list of unpaid members for members to call and tell them they miss them and remind them to be a part of the association. The names will be submitted to the board members and will report back to the membership committee or management to report on the success of their calls. The membership committee will look into coupons, membership postcards and membership additional benefits to encourage membership renewal.

Sherril Rahe submitted the newsletter committee report. Please see attached report. The next newsletter will be focusing on membership and anyone that has information they would like to include needs to submit it to the committee by August 17<sup>th</sup>.

Judy Noel presented the ornamental committee report. Please see attached report. The 2010 calendars were a big success and the committee has been receiving a lot of orders for them. They ordered extra calendars and those are available for purchase through the CWMA office. The committee has also begun the planning for the 2011 calendar. The focus will be EDRR and anyone that has any information or photos is encouraged to send it to the committee.

There are no awards and nominations updates to report at this time as the committee chair has stepped down. Russell Johnson has volunteered for the position and will be chairing the committee in time for the awards and nominations for this year.

Christine Alexander submitted the professional applicators report. Please see attached report. The committee is diligently contacting professional applicators in the state that aren't members and should be. They are also contacting unpaid members to remind them to renew their dues.

Denny Bohon submitted the Pulling for Colorado report. Please see attached report. They had a great Flagship event this year, great participation and volunteers with a lot of other events going on. The committee has applied for the PTI grant for next year and they are also open to any funding suggestions to ensure that they can keep it going next year.

Judith Sirota presented the scholarship committee. Please see attached report. The winner of this year's scholarship is James Braumberg. He really had a great application and anyone that hasn't already done so is encouraged to read it. James has been invited to the annual conference in December and hopefully he will get up and say a few words about his scholarship.

Kevin Gallagher presented the STS committee report. Please see attached report. He is thinking of ideas and getting ready for next year. They did get a good response from this year's attendees and he is very excited that Steve Blunt has joined the meeting to discuss the CEC credits with the Colorado Department of Ag and the full board. Steve Blunt advised the board on the exact policies and procedures for submitting credits to the Colorado Department of Ag (CDA). The easiest way to get things started is to go to their website and download the application with the organization, contact information, etc. Then send in the application with the agenda with a succinct synopsis of the presentation so they know exactly what is being presented so they can determine what credit it would apply to. No more than 15 minutes of Q&A are allowed unless it is a really controversial or new topic. Speakers need to plan for a presentation that fills the entire hour. Applied for credits must be submitted at least two weeks in advance for approval. To be included in the CDA's published information, credits must be submitted to CDA at least 60 days in advance. Do not send them anything that is not final. We can send them something to have them look at it without submitting it for approval. Moving forward, the executive director for the CWMA will be the primary contact for the CDA. Steve Blunt can be reached at 303.239.4178 or 4141 for further questions on Continuing Education Credit approval. The Spring Training Seminar needs to be completed every year by January 1<sup>st</sup> to ensure that it is included in the CDA publication. Kevin will have a draft agenda for board approval at the next board meeting in October.

Crystal Andrews for Kelly Uhing presented the state weed coordinator update. Please see attached report. The CDA did visit and confirm the Mediterranean sage case that was reported. It was a very small area, about an acre, so it was definitely a good example of EDRR. The CDA is also moving forward with the online mapping program for the state of Colorado. It is a huge project, but the exciting news is that the fed wants to use Colorado as the guinea pig to get things started so the state may receive some funding for that. They are meeting with Tom Mclure and are going to look at what's best for the state and will hopefully be able to get a proposal put together. Everything is moving forward, be members are encouraged to be patient as things are coming together.

Fred Raish and Tracee Bentley presented the legislative report. Please see attached report. J.R. Phillips has bowed out of the committee making Fred Raish the new committee chair. Fred would like to setup a protocol for the legislative committee to draft ideas and a proposal(s) to submit to the board. The committee will report their legislation to the executive committee for review and board approval. The board would like to increase communication between the committee and the executive board. There are a few elected officials that are ready to run bills, but the CWMA needs to know what they want.

The board also wants to ensure that any proposed legislation supports the wants and needs of the membership. To get a better idea of what the membership wants, Fred is going to help put together some questions that can be posted on the website and sent out via monkey survey for feedback. The feedback received will also help the CWMA act on behalf of their members to the best of their ability. Fred expressed his dedication to helping draft the most beneficial bill possible. As every proposal opens a door, he wants to make sure we open the right door and that it opens as many doors as possible.

Tracee presented some of the possible legislative directions. Please see attached report. Trace is going to pursue looking into the different options as we continue to push forward with education and meet with the different legislators. The board would like to thank the committee for all of their hard work and looks forward to hearing about their progress.

There was no other new business to discuss. A motion was made to adjourn at 4:20pm. All in favor, the meeting was adjourned at 4:20pm.