

Empire Chapter – Soil and Water Conservation Society

Meeting Minutes - Council Meeting Face to Face

11:00 AM

March 12, 2013 @ Holiday Inn in Auburn, NY (Water Quality Symposium)

Call-in Number: 605-475-6700 and Pass Code: 306-5726# for any members not present at the Water Quality Symposium.

1) Welcome

- Council members who were present: Cherie, Elaine, Brad, Jess, Aaron, and Caitlin. Lisa was also in attendance.
- Caitlin prepared the minutes.

Administrative

2) Review/Approval of minutes from the February 20, 2013 Council Meeting

- A motion was brought by Elaine to accept the minutes.
- Cherie seconded.
- The motion was approved by unanimous consent.

3) Treasurer's Report (L. Miller, J. Sargis, All)

- Discussion about treasurer's report: Lisa's professional services were at 31% of the budget because her services were carried over from November 2012; the Vanguard statements have not arrived for this month yet so the report did not show an income from interest; Orange County ordered 75 field notebooks but may return some if all of them are not sold (this will save on Lisa's handling costs); and Washington County ordered 6 books.
- Aaron moved to accept the treasurer's report.
- Cherie seconded.
- The motion was approved by unanimous consent.

4) Lisa's Invoice 13-03 (All)

- There were no objections to the approval of Lisa's invoice 13-03 for [REDACTED].
- A motion was brought by Elaine to accept invoice 13-03 and pay Lisa [REDACTED].
- Jess seconded.
- The motion was approved by unanimous consent.

5) 1 Year and 5 Year Strategic Plan (Cherie).

- The council discussed the Strategic Plan sample that Cherie sent by email.
- Brad did not think the Strategic Plan would be valuable if it was as long as the example (8 pages). Brad would like to see a 1 Year and 5 Year plan on a 1 page document that is more general and less specific.
- Another topic was the need for field notebooks or specifications sold by SWCS in 10 years. Sales have been going down every year since 2010 and this is one of our only products to produce income.

- The threat of buying PDF versions of specifications and field notebooks could reduce the number of book sales in 10 years.
- SWCS could make an “app” for a smartphone for the field notebook.
- Aaron agreed to write up 1 Year and 5 Year Strategic Plan
- All council members are to bring ideas to next meeting to add to 1 Year and 5 Year Strategic Plan

6) Development of 2013 Budget

a) Motion to add compensation as a line item

b) Guidelines for compensation

- Discussion was based on a steady decline in field notebook sales and how that is negatively affecting the budget.
- The old books cannot be sold – outdated information.
- The [REDACTED] has been transferred from the Vanguard account to the checking account to pay for the field notebooks. A motion was made in the past to repay the Vanguard account.
- Brad brought up the point that budgeting for field notebooks every year is necessary so enough money is available to pay for a new publication or more copies so withdrawal from another account does not happen again. For the [REDACTED] of income for Manual and Guide, it takes [REDACTED] to sell the books.
- The following questions were brought up: is the SWCS nearing the end of selling publications? Is there a possibility of going back to a better quality book to increase sales? What does the SWCS have to show for this financial down-turn in the budget?
- Discussion about the manual and guide line item: 1) Could the field notebooks link be attached to the DEC’s website and can they sell them at all their trainings?, 2) Could the DEC have the option to buy field notebooks on their registration form in order to buy the field notebooks ahead of time?, 3) Should the SWCS promote for selling field notebooks with registrations to Soil and Water Districts even though it may not be competitive for districts to raise their price by \$20?
- Contractors need to be certified every 3 years for Erosion and Sediment Control. How do we get the trainers the books to save money on shipping and handling?
- The council adjusted the budget line by line. Here is a summary of the changes made to the Expenses:

-Remove Travel and Entertainment line item

-National Meeting Reimbursement - [REDACTED]

-Mini-grants - [REDACTED]

-Annual Tour Expenses - [REDACTED]

-Reimbursed Expenses - [REDACTED]

Here is the summary of changes made to the Income side of the budget:

-Annual Tour - [REDACTED]

-Annual Meeting Registration - [REDACTED]

- A motion was brought by Aaron to accept the budget as it changed during the meeting.
- Jess seconded.

- The motion was approved by unanimous consent.
- 7) Email to Contractors - field notebooks for sale
 - a) Volunteer to create the email with pictures, etc.
 - Elaine volunteered to take this on.
- 8) Topics for November Meeting
 - a) Send an email to all current members
 - This was not covered during the meeting (ran out of time).

Programmatic

- 9) Next Council Meeting: April 17, 2013, 1-3 PM conference call
 - A motion was brought by Cherie to adjourn the meeting
 - Aaron seconded
 - The motion was approved by unanimous consent