

NAI Region 6 Conference Call Board Meeting Minutes

10:00 a.m. August 15, 2019

In attendance: Mystina Swaim, Jay Schneider, Chris Pistole, Lauren Marshall, Hollie Berdeja, Rachel Roth, Donna Horton, Pat Silovsky, Rebecca Sellers, Ken Forman, Jerrel Geisler, Michelle Soenksen

The board reviewed the minutes from the last meeting. There were a few changes and discussions:

- The incorrect year on the title of the minutes.
- There was some discussion on the joint conference that we talked about in the last meeting. The minutes did not say what year our joint conference would take place. This is because we did not decide on a year at the last meeting.
- There was discussion on the section about a new membership fee added to the scholarships to try to receive more scholarship applicants. In the minutes of the February 2019 meeting, Jay, as part of his report, led discussion on advertising for scholarships and awards. To clarify, in the February meeting, we were discussing including the new membership fee amount in the scholarship if an applicant was not already a member of NAI. This was one suggestion brought up by someone on the board to try to increase our number of scholarship applicants. A decision was not made at the February meeting. To respond to this discussion, Rebecca stated that we should hold off on making this decision so we can see how well we are receiving scholarship applications, especially the student ones. She also reminded us that applicants have to already be a member of NAI to receive a scholarship from us. It may not be acceptable to offer the scholarship to non-members and include the new membership fee.
- After the discussions, Donna moved to accept the minutes of the last meeting. Pat seconded. Motion carried.

Director's Report – Jay Schneider

- National Board Update
 - The National Board met in June 2019
 - Paid off Journey Home mortgage on the office building in Colorado. The building was paid off within a 15-year time span. That is a major accomplishment.
 - Now that the national office is not having to pay a mortgage, this will double scholarship and financial stipend offerings on the National level. Jay reminds us to apply for those scholarships and financial stipends.
 - NAI regional maps including Canada

- On the NAI website under the Advisory Council Section, all of the regions have been listed and included on a map. These regions include all of the providences of Canada.
 - Chief of InterpCanada talked to NAI Executive Director Margo Carlock and the NAI Advisory Council about the pros and cons of leaving the providences of Canada on our region maps and part of our NAI. InterpCanada views their inclusion on our regional maps as undercutting the validity of InterpCanada. There is currently an open comment period where we have the opportunity to offer our opinion or voice our concerns about leaving the providences in our regions or not. After this comment period, voting will take place. All members will receive an email about the backstory of this item of business.
 - NAI Strategic Plan
 - The plan is 5 years old and ends this year. The National Board is looking at planning the next 5-year Strategic Plan. The board is in the process of reviewing everything on the current plan and finishing assignments. The mortgage payoff was one thing accomplished on the current strategic plan. Contact Jay for more information about the strategic plans.
- National Workshops
 - Today is the final day of early registration for the 2019 National Workshop in Denver, Colorado.
 - We had our Region 6 booth at the National Workshop 2018 in New Orleans, LA
 - We sold items, such as our stickers, at the booth and made a profit.
 - Jay brought home some NAI clothing items to try to sell at our Regional workshop in Wichita to raise more funds for our region. This wasn't as successful as the first time we sold items at our workshop. We need to discuss future fundraising ideas as new business.
 - If any of our members are attending the 2019 National Workshop in Denver, Jay will be sending them an email to see if they will work our region booth. This is a great way to meet members of our region as well as members of other regions. Board members working the booth has a great opportunity to meet regional members that we represent.
- Super-Regional (Joint) Conference
 - Jay had a discussion with Marisol, director for Region 3 Sunny Southeast, to see if their region would be interested in a joint conference with our region. They are interested, but they are currently a pilot for the National workshop team that is working on an upcoming national workshop to be held in St. Augustine, Florida. With that on the horizon, they want to hold off on being involved with our joint conference. We will discuss and plan a joint conference with them once the St. Augustine workshop has concluded.
- Succession Plan: New Board Members/Turn Over

- Tara, our Texas Representative on the board, is dropping out. She has been on the board for 15 years. If any Texas members are interested in taking Tara's place, please contact her.
- All board members need to be mindful of a succession plan for when we leave our positions, we need to leave good records for those who succeed us.

Deputy Director's Report – Chris Pistole

- Update on upcoming Region 6 Workshops
 - **Bartlesville, OK, Feb. 23-26, 2020, Interpretation Connects Nature, Culture, & Art:** Chris has compiled the following information from emails received from workshop co-chair Amy Stephens:
 - **Important Dates:**
 - Call for papers is out right now and is due November 1, 2019.
 - Please consider presenting at the workshop. If you have an interesting program or other important, beneficial information you would like to share with our region, please submit a paper to present at the workshop.
 - Presentation acceptance notifications will be on Dec 1st
 - Registration opens January 1, 2020
 - The workshop committee met on July 15th to nail down the workshop schedule, call for papers, and early program information.
 - The next meeting will be in-person at Bartlesville on Tues, Aug 20 at 9:30am.
 - The agenda for the morning is to:
 - 1) Finalize a few logistics on-site at the conference center, specifically re-looking at room sizes
 - 2) Finalizing the Price Tower details
 - 3) Field trip assignments (we know what we want, time to make contacts)
 - Donna reported on exciting things being offered at the workshop
 - The workshop committee is planning to offer an experimental program on the Monday of the workshop. Instead of having all the different sessions on Monday afternoon, we will be having only two sessions. One of the keynote speakers will do a presentation on theater skills. Also, Emily Jacobs from NAI national office will be doing a session on how the new topic of dialog is morphing and changing. We are teaching it in CIG as an option now, but folks that have had CIG training in the past may have never heard of facilitated dialog or mission-based dialog. We will be the first region to host Emily's dialog workshop. Region 6 workshop participants will get to participate in both of these sessions.

- Price Tower keeps changing their chef and menu of food. No contract has been signed yet with Price Tower. Tri-county Tech food contract has also not been signed yet. These things are on the agenda for the Tuesday meeting.
 - Workshop contracts go through Michelle Farmer from NAI National Office and Executive Director Margo Carlock has to approve them.
 - Contracts for the February 2020 workshop have to be approved, signed, and completed by September 1st, 2019.
- **Louisiana, 2021**
 - Stacy Gray with Caddo Parish Parks and Rec. Dept. in Shreveport has agreed to be the chair for the workshop committee.
 - There was supposed to be a meeting on August 9th of folks in Louisiana interested in being on the committee to determine the location, which will be either Shreveport or Monroe. Chris has not heard from her yet on their decision or other details of the meeting, including the other members of the committee. Chris will continue to reach out to Stacy for more information.
 - Stacy has gotten a copy of the workshop planning manual dated 2005 from Rusty Scarborough and she asked if there was a newer version. Chris informed her that there is not, but he is committed to revising this manual before the end of his term on January 1, 2020.
- **Other items:** We need to get the final numbers from our treasurer for the Wichita workshop last February and share them with the chairs, Delia and Amanda, and Chris will add them to a spreadsheet he has put together from past workshops to help future committees in their planning. See below a portion of the spreadsheet:

	Total Attend.	Full Wkshp Attend.	Sampler Attend. (new in 2018)	Income (w/out auction)	Expenses	Profit or Loss	Mem. Early
Bartlesville, OK '20							
Wichita, KS '19							\$180.00
Grapevine, TX '18	179	152	9	\$34,685.00	\$32,786.05	\$2,221.00	\$180.00
Rogers, AR '17	125		na			\$4,988.27	\$170.00
Springfield, MO '16	175 (152 MS)		na	27631*	23107*	\$4,374.87	\$165.00
Natchitoches, LA '15	97		na				\$170.00
Guthrie, OK '14	121		na	\$24,154.00	\$24,364.43	-\$210.43	\$160.00
Manhattan, KS '13	107	101	na	\$20,349.00			\$150.00
Texas '12	195		na				\$185.00
Arkansas '11	140		na				\$130.00
St. Louis, MO '10	174		na				\$140.00
*	numbers from last budget, but not after the conf.						

Secretary's Report – Mystina Swaim

- The annual National Association for State Park Directors (NASPD) conference will be happening in our Region
 - Conference to be held in Rogers, Arkansas September 3-6, 2019
 - Offsite sessions will be held in Devil's Den State Park, Hobbs State Park, Prairie Grove Battlefield State Park, Lake Fort Smith State Park, Crystal Bridges Museum, Shiloh Museum of Ozark History, U.S. Marshals Museum, and Fort Smith National Historic Site
 - Northwest Arkansas State Parks are busy preparing the parks and programs for the conference visit
- I will be running for re-election as NAI Region 6 Secretary in the upcoming November elections

Treasurer's Report - Kayla Gomance (Mystina gave Kayla's report in her absence)

- Balance
 - 1st Quarter – \$32,113.78 was the balance as of March 31, 2019.
- Wichita, KS Workshop Final Status
 - \$5,247.49 was raised during the auction, ribbon sales, sticker sales, and raffles for financial aid scholarships.
 - Working off of the 1st Quarterly Report, it appears the workshop came out \$2,480.32 in the red. (***minutes amendment: the workshop came out with a \$2652.93 profit***). That number may shift when April-June Quarterly report comes in. Kayla will reach out to the workshop committee for their report shortly.

Workshop Revenue:	23, 594.20
<u>Workshop Expenses:</u>	<u>20, 941.27</u>
	2652.93

- Scholarship Disbursements
 - \$4,055 given out in scholarships/financial aid this calendar year.
 - \$3,315 for three student scholarships @ \$1,105 each (includes registration for the workshop and a stipend).
 - \$540 for three financial aid recipients' regional workshop registration @ \$180 each (all were regular registrations, not student).
 - \$200 for financial aid for one furloughed, federal employee's regional workshop registration
- We also gave \$3,000 to the Journey Home Campaign to pay off the mortgage of the national office building.
- Other Items

- Gear sales – Jay Schneider purchased NAI swag from National Office to sell at the workshop.
- Chris amended his statement where he said \$2480.32 was in the black. It is in the red. We will re-check this number with Kayla to verify.
- Sticker sales – We spent \$397.16 on stickers. As with NAI swag, monies are mixed in with other fundraising. As per our inventory, Jay is confident that we have made a profit so far.
- Upon further investigation, Kayla amended her report after the conference call meeting with the correct workshop totals. We made a profit of **\$2652.93** at the 2019 Wichita Region 6 conference.

Awards Chair's Report – Lauren Marshall

- Thank you to Rachel to get the Region 6 archives on the website. We have received a lot of great feedback from the membership.
- Sometimes our members get confused about the duties Lauren as the Awards chair and Rebecca as the Scholarship chair. Lauren reports that there seems to be a lot less emails reaching her about scholarships which is great.
- Lapel Pin Awards – Lauren was asked by a member why we don't do lapel pins recognizing award winners like National does?
 - Lauren was unaware of these pin awards that national offers. She brings it to the board for discussion to see if this is something our region should be doing or not.
 - Questions to be discussed: Where are we going to keep these pin inventories? Who will be in charge of the inventory? How many will we need to order/present each year? What will the expense be? Will there be order minimums?
 - Rachel says the inventory minimum order will be closer to 100 instead of a big number so it won't be that hard to store them with the stickers and other merchandise.
 - Our region awards have similar categories as the national awards so there needs to be some distinction between the region and national awards so members continue to make nominations. Lauren fears that if a regional member receives every award they hope to achieve, they may not try for the awards on the national level.
 - Donna likes the plaques, but would like pins better.
 - Mystina says that we should keep both plaque and pin. Pins can be shown off at workshops.
 - Donna says the pins are conversation starters. They don't have to have an elaborate design, just a simple icon, logo, or phrase. Having simple, generic award pins will be easier for the inventory issue. They don't need to have the award winner's name or date that will limit the pin inventory.
 - Rachel questions that if we go with pins, we need to go back and award past award winners their pins. Also, if people win multiple awards, do they get additional pins or do we give them something different?

- Lauren doesn't want it to become a "pin collection" like scout badges where you earn multiple ones. It needs to be simple, aesthetically pleasing, and not limited.
 - Rachel has previous experience in putting together lapel pin designs for her nature center so she can do some research, collect information about the different options we have, and look into expenses.
 - Donna mentioned that geocachers have gone to a trackable collectors' coins which means that there are companies out there that make trendy designed coins or pins.
 - Ken mentioned the Hogeye company in Northwest Arkansas that has done lapel pins for our regional workshops in the past.
 - Cost per award pin should not be a something we balk at since these award winners deserve it.
- Award Archive Database
 - Lauren will be working on an award archive database to keep track of the awards won by each individual member. This will help those making nominations to see what the person qualifies for or has already won in the past. Lauren hopes to have a spreadsheet with this information completed by our next board meeting.
 - Lauren is looking into using the Dashboard on the NAI website to keep track of current memberships in our region to recognize members for awards or those who want to nominate within Region 6.
 - Donna says the Dashboard cannot be trusted to keep up with the current membership.
 - Ken uses the Dashboard to send out the newsletter and wonders how up-to-date it actually is.
 - Hollie says that the membership Excel sheet always differs from the Dashboard membership list.
 - Donna has had several CIG trainees that should be listed as members as members of NAI, but there are people missing on the Dashboard's list. There are also retirees or people that have moved out of our region still being listed on the Dashboard. There are also duplicates.

Election Chair's Report – Robin Gabe (Jay read Robin's report in her absence).

- Upcoming elections:
 - In the fall of 2019, electronic elections will be held for the positions of Deputy Director and Secretary. Robin currently has one candidate running for Deputy Director and one candidate on the ballot for Secretary.
 - Interested individuals should contact the existing officers or Robin for more information on the positions' job descriptions. Robin needs candidate bios and photos by August 15, 2019.

Membership Chair's Report – Hollie Berdeja

- We have 1,040 Region 6 members currently on the Dashboard which just increased during the conference call from 1,038 members. This is an increase in membership of about 66 members since our Region 6 workshop in February.
- We seem to be staying pretty consistent on our membership numbers
- Hollie has sent out a report after the February region workshop to the different areas to encourage each state to reach out to our new members and to encourage those new members to stay active in NAI.
- Hollie has spreadsheet records of new members and expiring members. We need to reach out to those expiring to remind them to renew.
 - Rachel would like to receive these lists.
- The membership spreadsheet on the Dashboard is organized by state so it is easier to see each state's members instead of a piecemeal list such as by name or number.
- We had an increase in the Louisiana membership after the National Conference in New Orleans last year.
- Jay announced that every regional director has the ability to give two free memberships per year. Previously, this was a way to help a non-member from a state hosting the regional or national workshop to get involved with the workshop. If you know a non-member interested, contact Jay.

Newsletter Editors' Report – Jerrel Geisler and Ken Forman

- Ken and Jerrel have been working on a new design for the newsletter.
- Ken wants to encourage members and board member to write letters to editors to comment or offer response to something they've read in the newsletter. It shows engagement and especially encourages response to the writers submitting articles. Readers can comment on something that inspired them or something in which they disagreed or something that brought up a memory. Write those comments and send them to Ken or Jerrel.
- Ken is concerned with the newsletter not reaching all of our regional members. Jay recommends the editors to contact Jamie King from the national office for a current, accurate membership contact list.
- The deadline for articles submitted for the fall newsletter is September 1, 2019. The fall newsletter will probably be sent out by October 1st. Putting out a call for articles a month before the deadline has allowed more content.
- Jerrel has been working on a new style of newsletter to include more photos.

- Send photos to Jerrel for stock photos for the region. We can use these for newsletter article background photos, media photos, workshop photos, etc. Be sure to include credits along with the photos.
- Rachel says we can put together a photo folder on our Google Drive for Region 6 and make it open for anyone that wants to add their photos.
- There was an error on the last newsletter where some of the content from an article was instead included in a state report. The editors apologize for that mistake.
- Ken wants to give compliments to all the folks who contributed to the newsletter. We are starting to see more activity.
- Jerrel mentioned the last newsletter posted on the website was from 2017 and asks how long we wait before we add new ones to the website. Rachel will look into this and make sure the newsletters are being posted timelier.
- Donna wants to know if the newsletter is still sent out in a hard copy or is it only online. The newsletter is sent out online only. In this case, theoretically could we include videos along with the photos we send to the editors? Jerrel says videos are a little more problematic because of file sizing issues.
 - Rachel reminds us of our MailChimp account to use when sending videos or large files.

Scholarship and Professional Development Chair's Report – Rebecca Sellers

- We received one professional development scholarship applicant in June and it is currently being processed. The applicant is qualified so she most likely will receive the scholarship. The applicant wants to attend a CIG training in December so her reimbursement would likely come through in January/February 2020.
- We had three professional applicants submit for the scholarship to attend the National Conference and they are currently being processed. National Office has asked for these by the conference "Early Bird" deadline to get the discounted pricing so we were attempting to meet that deadline, but it doesn't look like it will happen this year.
- Rebecca is looking to streamline the current rubric and application package for professionals applying to attend the National Conference, and also to keep in line with the intent of the scholarships.
 - The professional scholarships are graded using a point system similar to the student scholarship grading system.
 - Rebecca may be looking further into the scoring system to better recognize these applicants' work and needs to attend a conference.
 - We will not be making any changes for this round of applicants, but there may be changes in the future.
 - Making the National Conference application for the professionals available earlier has been beneficial to our professional members wanting to apply. Early calls for applications does not necessarily benefit students since they are not in school yet so

we are planning on a second open application period for students once they've returned to school.

- The scholarship winners from the Wichita 2019 conference all wrote articles on their conference experience.

Digital Communications Report – Rachel Roth

- The past Award Winner Archives was added to the website. Please check out this new item on the website and add information if needed. There may be some winners missing from the archives.
- Award and scholarship information and deadlines are being included on our Facebook page and member emails.
 - Our goal is to get the most award nominations this year than previous years.
 - Rachel has started using MailChimp to send out announcements and other region news. MailChimp can be used to schedule emails to go out at certain times. This can be used as award nomination and scholarship application deadline reminders.
 - The mailing list for MailChimp is stored independently from Dashboard so if you know someone who would like to get Region 6 news (separate from the newsletter), forward the email to them and they can subscribe to the email list. Every time Rachel sends emails, she is able to go into the Dashboard and download a roster to compile information on those that have unsubscribed or subscribed. MailChimp is free for us to use as long as we don't go over 2,000 people in our audience so we will cross that bridge if and when it happens.
- Rachel will be changing the Facebook Banner to highlight the 2020 Bartlesville workshop. She needs workshop information from the Oklahoma workshop committee to add to the Facebook page.
- Send Rachel information or news happening at your sites.

Arkansas State Report – Don Simons

- No report given

Kansas State Report – Pat Silovsky

- Pat has been on the board for a long time and would like to pass the responsibility of the Kansas Representative to another Kansas member. If interested, please contact Pat.
- Pat has finished her EDD with Dr. Theresa Coble's program at the University of St. Louis.
- Amber Myers at the Flint Hills Discovery Center in Kansas has won a preregistration for the National Workshop through their social media campaign.
- The Education Center has hired a new director. We hope to see her at future NAI functions.

Louisiana State Report – Rusty Scarborough

- No report given

Missouri State Report – Michelle Soenksen

- Association of Missouri Interpreters (AMI) conference is coming up on September 15-17, 2019 and registration is open. The theme is “Let your Resources Roar.” It is being held at Roaring River State Park. More information about the conference can be found at mointerp.net.
- Spring training was held at Knob Noster State Park with over 110 participants. 21 people were interested in the CIG training which is more than we’ve ever had. Some were turned away because the class was full.

Oklahoma State Report – Donna Horton

- It is wet and windy in Oklahoma.
- The periodical cicadas hatched out this spring at Oxley Nature Center. This group of periodical cicadas were previously undocumented. There is an interesting article written about the cicadas. Donna can forward the article to those interested in reading it.

Texas State Report – Tara Humphreys (Jay read Tara’s report in her absence)

- Kudos to the newest Certified Interpretive Guide trainees for Texas State Parks! Participants included superintendents, assistant superintendents, operations trainees, maintenance rangers, clerks, and interpreters. This group worked hard and brought great energy and diverse perspectives to the fun week at Bastrop State Park. Pictured: Front row – Angela Chavez, Maritza Aguirre; 2nd row – Alyssa Rodriguez, Laura Jennings (yep, the one from Arkansas State Parks ☺); 3rd row – Augustin Medellin, Diego Aragon, Andrea Boon, Mickey Smith, Laura Wubbolding, Montse Canedo, Kris Simmons, Cody Tatum; Back row – Edwin Quintero, OJ Carranco, Harry Carroll, Alex Stamatis, Jason Castle



- Congratulations to Rick Torres, Park Interpreter from Ray Roberts Lake SP – Isle DuBois Unit. He won the Texas Parks and Wildlife Department’s Outreach Award. Ranger Rick does an outstanding job facilitating interpretive connections. Pictured left to right are: Texas Parks and Wildlife Department Executive Director Carter Smith, Park Interpreter Rick Torres and Texas Parks and Wildlife Department Commissioner Jeanne Latimer



- Congratulations to the Texas State Park Regional Interpretive Specialists, who won the Texas Parks and Wildlife Department Team Award. Pictured left to right are: Texas Parks and Wildlife Department Executive Director Carter Smith, Region 2 Interpretive Specialist Ben Horstmann, Region 4 Interpretive Specialist Walt Bailey, Region 3 Interpretive Specialist Katie Raney, Field Interpretation Coordinator Tara Humphreys, Region 5 Interpretive Specialist Annie Hepp, Region 6 Interpretive Specialist Danielle Bradley and Texas Parks and Wildlife Department Commissioner Jeanne Latimer. Not pictured: Region 1 Interpretive Specialist Cassie Cox



New Business

- National Workshop
 - Sending someone from our board to the National Workshop to represent our region - the workshop registration will be paid for. Some regions are already doing this.
 - Board members attending this year's national workshop in Denver: Jerrel, Rachel, and Tara. Pat and Jay are still planning on going.
 - Are we having a booth this year?
 - There are several Region 6 members not on the board attending the workshop so they need to be contacted so they can work the regional booth.
 - It is beneficial to have a regional booth at the national workshop to promote our region and raise funds.
 - Rachel suggests we share a booth with another region to save on booth set-up fee.
 - Rachel moves to have a region booth at the national workshop, recruiting another region to split the booth fee (\$150) between both regions, and both regions work the booth. Rebecca seconds. Motion carried.
 - Jay will get us signed up for a booth at the national workshop.

Adjourn – Donna moved to adjourn. Chris seconded. Motion carried. The meeting was adjourned at 11:30am.