

MRVAC Board Meeting for October 18, 2016

Present: Patti Larson, Bob Janssen, Bob Williams, Ken Oulman, Greg Burnes, Becky Lystig, Rick Magee, Matthew Schaut, Monica Rauchwarter, Steve Weston.
Guest: Tracy Albinson.

Meeting called to order at 7:40 p.m.

Secretary's Report: Matthew reports. **Becky moves to accept the minutes as written. Ken seconds. Minutes are accepted as written.**

Treasurer's Report: Bob reports. Investment for website redesign has been put under Administrative Expenses.

Trumpeter Report: Becky reports. November-December issue will be mailed on Friday. The web version will include pictures of auction items!

Membership Report: Patti reports. – 76 local, 1029 national members. This is a decrease. Greg reports similar situation throughout the State at this time.

Programs Report: Steve reports. October program is on bird nests. Clay Christensen presents. November event is the annual auction, and in December is the Christmas Bird Count.

Old Business:

MRVAC Auction -- Scheduled for November 17th, 2016, at the Refuge Headquarters. Anne Hanley prepared an edition of the Trumpeter which pictures several of the donated items in color. Plans made to pass these out at the October Refuge meeting.

Website update: Tracy reports. Website needs redesign, more fresh and varied content, more action on the website. Website was designed in 2006. The tools used to design tools have advanced. Right now the content is derived from the Trumpeter Newsletter, which Tracy receives from Anne and puts onto the website. Between issues of the Trumpeter, there is little action on the website. The site is not integrated into social media (such as Facebook). More web content creates more interest in the MRVAC website. It may also help recruit a younger and more diverse population to MRVAC.

Besides the Homepage, the most used pages are the Events page, and the Newsletter page. One goal is to have content on the website which can then be collected to create the Newsletter, a reverse of the current process where the Newsletter content drives what is on the website.

To include more content, more people will have to be responsible for putting content onto the website directly. This include events. A Calendar tool that allows events to be added by designated persons will be helpful.

May be able to use PayPal to allow for online donations, and perhaps Audubon Memberships, on the website.

Tracy wants a tool that enables a Responsive Website design, which allows the website to appear differently depending what sort of device it is opened on, e.g. laptop versus cellphone. The whole site can also look different depending on which header is clicked on – e.g. Conservation.

Tracy presents two website concepts she has thus far developed. Content and images are key to fully utilizing the full potential of our website.

Content. Where to get started? Monica has researched what has been successful for Facebook. Having categories of content guides the content that is gathered. Board members will consider what categories of content we want, and bring their lists to the next meeting. Frequent use of photo and video content is desirable. Second, sharing our content on other organization's Facebooks pages. What sites should MRVAC follow? We want to highlight our information on other websites. Board members will come up with their lists and present to Monica.

By-laws: Three items identified by Greg: 1) Terms of directors will be 1 year terms. Bob reads new language written by lawyer. 2) Article 4, Section 4.4 Remove mention of the Chair. Change to President. 3) Section 3.2, of the Articles of Incorporation, on using money to influence legislation. Bob will consult with the attorney on this language. Bob adds language on when the fiscal year will end (May 31st of each year), which was prepared by the attorney.

Motion made to approve the Bylaws and Articles of Incorporation is made by Bob J. Ken seconds. Motion carries.

Motion is made to adjourn by Greg, Bob W. seconds. Meeting adjourns at 9:00 p.m.

Matthew Schaut