



Board of Directors Meeting January 22, 2010 Board Retreat Meeting Minutes

Page 1

Present: Virginia Bailey, President	Absent: Jill Vovaris Staff: Terri Breon Others: Kevin Starnier, Mike Parrent and Keri Rebuck
Duane Peters, Vice President	
Camille Otto, Treasurer	
Crystal Quintin, Secretary	
Angela Schreffler	
Mike Kenawell	
Mitchell Burack	
Jennie Granger	

At 9:11 a.m. the meeting was called to order.

Was a Quorum present? Yes, a quorum was present.

Election of Officers

The Board began official proceedings by electing its new officers for 2010. The following Board members were elected to the following officer positions:

- Virginia Bailey – President
- Duane Peters – Vice President
- Camille Otto – Treasurer
- Crystal Quintin – Secretary

Meeting Minutes – Crystal Quintin

The minutes from December 10, 2009 meeting were approved. Duane made the motion to accept, and Crystal seconded the motion. A final copy is to be sent to Terri for posting on the website.

Treasury Report – Camille Otto

- Current Accounts - \$6,884.69 Checking; \$6,240.43 Money Market; \$13,125.12 Total

Budget was reviewed at a special meeting on December 15, 2009. PAEP began 2009 with a negative cash flow and projections indicated that PAEP would end 2009 \$8,000 in the negative. The implementation of cost savings measures and disciplined management has resulted in actual revenues of \$2,112.38 in the negative.

- 2010 Budget

The 2010 budget again projects tight revenue margins but the addition of a fundraiser, additional cost savings measures, and a strong drive to encourage membership will ensure that the year closes on a positive note. Cost savings measures include providing the membership directory online only, sections will be responsible for fundraising to support their activities with minimal contributions from the Board.



Board of Directors Meeting January 22, 2010 Board Retreat Meeting Minutes

Page 2

Cami motioned to approve the 2010 Budget as presented with the above considerations and Duane seconded the motion. No Board Members opposed, and the 2010 budget was approved.

Membership

- Renewals for 2010 are coming in at about the same rate as last year and there haven't been any questions or concerns posed as a result of the dues increases.
- Angela asked how the corporate membership for sponsorships will be impacted at the Conference. It was clarified that they will receive one free individual membership with their corporate membership and that the additional cost for registering late or at the conference is intended to be an incentive for participants/interested members to pay in January.
- Terri Breon anticipates preparing the directory by April 1st, prior to the Conference in May. Virginia is going to supply the cover graphics, and Terri will send out a renewal reminder to the membership. The password for the "members only" segment of the website was discussed and will be blacked-out in future meeting minutes to avoid non-members gaining access. A new password will be issued annually when the new directory is finalized and posted online.
- Online payment options were discussed. PAEP has an existing PNC merchant account through which this system could be set up. Paypal is a third party vendor specializing in online payment options and could also be utilized for a nominal fee. The Board is going to research this issue further and will make a decision by July 1, 2010. The Board will compare all applicable fees and account options prior to making its decision and will also work with the Conference Committee on having the conference registration available online.

Section Reports

- West – Keri Rebuck

The West surveyed its membership on which events they would like to see for 2010 and has booked all of the events for the year. These topics/events are as follows: Marcellus Shale Industry, Phipps Conservancy, Student Networking, World Environment Day, NEPA – Transportation, NAEP Board Meeting in Pittsburgh and Networking, Green Roofs, Phipps LEED Landscape Center, the Indiana Bat and White Nose Syndrome, environmental project opportunity through PennDOT and Airport, and Annual Christmas Event at Phipps. The business raffle is ongoing and gift cards are usually given as prizes. They have a preliminary planning committee comprised of 6 people and have been communicating and meeting informally.

- Central – Kevin Starner

The Central Section co-sponsored and co-hosted a Green Drinks event in January at the Mid-town Arts Center in Harrisburg. Attendance was around 20 PAEP folks and 20 Green Drinks regulars and was a success. As a result, Kevin may seek another joint event in the future. In addition to the special Green Drinks event, the Central Section hosted its regular event with Sean Delaney, an attorney from Pepper Hamilton specializing in real estate law and LEED. The next three months include a Sierra Club update in February, a family Salamander Walk at Kings Gap with the Nature Conservan-



Board of Directors Meeting January 22, 2010 Board Retreat Meeting Minutes

Page 3

cy in March, and an Appalachian Trail speaker in April. A planning session to book the remainder of the year is scheduled in February. Ideas for topics that have been circulated include Nutrient Credit Trading update, Marcellus Shale industry event, and a PennDOT event. The Board also suggested considering a picnic event or PAEP social with display boards and sponsors for the summer. A few names/companies have voiced an interest in sponsoring something in the near future. Jenn suggested that the Central Section look into holding a section fundraising event at Arooga's.

East – Mitchell Burack

January's Open Mic event was cancelled due to an expected light turnout. Attendance has varied at eastern events from 10-20 people. This topic will remain as an option for future events. February's speaker is being confirmed for the region's TMDL issue as it relates to the Delaware River and Chesapeake Bay. Marcellus Shale and DVRPC speakers are both viable choices for upcoming events. The year has not been planned and the Board suggested that the East may want to organize a planning committee/group to help facilitate events throughout the year.

P2/E2 Roundtable - Mike Parrent

P2/E2 gave an update on their activities and shared a website for inexpensive items such as t-shirts, bags, and other miscellaneous accessories with the Board. Queensboro.com sells a variety of items the Board could give away to speakers and/or sell to members in the future. The Conference Committee is going to look into this further. Duane is to send out the new "vector" logo in order to ease the process of ordering accessories with the PAEP logo.

Section Leaders Committee

As previously suggested by Keri, the Board agreed that in order to continue the section events momentum and in preparation of further engagement and regionalization that the section leaders form a Section Leaders Committee and begin hosting periodic conference calls to share ideas and discuss any issues they encounter as section leaders. It was suggested also that a Board member should be a member of this committee and a chosen point of contact will be responsible for reporting back to the Board and providing meeting minutes. Even though P2E2 is different from the PAEP Sections, in that they host events during business hours touring local facilities/industries and they already have a steering committee, they are interested in participating and will be a part of this Section Leaders Committee. The Section Leaders Committee will begin meeting on a quarterly basis and is waiting for comments to the draft Standard Operating Procedures (SOPs) from the Board. The Board anticipates having these finalized in February.

Section Budgets

In anticipation of more regionalization of PAEP through its three sections and P2E2, the Board, with feedback from section leaders, is going to give section leaders more control/autonomy over their events, with a set of SOPs that will include a requirement to develop a budget and fundraise. The Board does not want to micro-manage each section as these are perceived as growth areas for PAEP; however, a set of basic guidelines to ensure PAEP's integrity and standards are being met is necessary and will be developed further (a first draft was prepared for review). The Board will provide the tools for success to all section leaders and looks forward to their continued success and creativity in furthering PAEP's goals and mission. The decline in membership over the last few years indicates



Board of Directors Meeting January 22, 2010 Board Retreat Meeting Minutes

Page 4

that there is a strong need to reenergize the organization and the Board is motivated to accomplish this from the ground up, beginning with its Sections and P2E2.

- Committee Goals for 2010
 - Implement and operate Section Leader Committee with regular communication to the Board
 - Increase participation and PAEP membership levels (long-term goal is to expand PAEP)
 - Focus on 70% of PAEP's membership and host periodic value-add events that include industry/tangible benefits
 - Additionally, diversify PAEP's base with co-hosted events/unconventional speakers from time-to-time

Conservation Heritage Report – Wayne Kober/Bob Hosking

Wayne provided an update to Virginia via email in advance of the Meeting:

- Fundraising – Haven't heard from Gannett Fleming on the sponsorship request for this year's intern. Duane reported that the Goddard Trust is working on a number of initiatives outside of PAEP's scope to sponsor and fund the Conservation Heritage intern in 2010. WITF was given a grant and is doing a documentary on the project. PAEP is only involved in one aspect and this needs to be emphasized as PAEP's resources are limited.

Board Planning Initiatives – See Attached Matrix of Board Responsibilities

- Next Board Working Meeting

Not yet scheduled for 2010

- Website Committee – Duane Peters
Ongoing and would like to work on having a more user friendly website format. Duane is working closely with Carole to iron out the details.
- New PAEP Annual Awards – Duane Peters provided the Board with a proposal for new awards. The Board provided its feedback and nominations for the approved awards will be distributed soon. The goal is to give the awards at the Conference in May, possibly on Wednesday night. Angela will collect all nominations.
- Poster/Photo Contest – An online poster and photo contest was proposed. The goal is to provide an online contest for members and announce the winners in time to display their works at the Conference. Duane made a motion to proceed with the contest and Crystal seconded the motion. The Board unanimously approved the contest.



Board of Directors Meeting January 22, 2010 Board Retreat Meeting Minutes

Page 5

2010 Conference Committee – Camille Otto

- Jenn recommended that logos submitted by participating companies be collected in an email account created specifically for this purpose.
- Sponsorship levels were discussed and the question posed to the Board was – should the sponsorship for corporate members with exhibits be increased to \$200, as an incentive to become a corporate member, not just an exhibitor? The Board unanimously voted to approve the increase.
- Since the potential speaker from the, Rachel Carson Homestead has been non-responsive, a P2/E2 speaker replacement is needed, and Mike is working on finding someone.
- Jenn is sending out the finalized sponsorship and exhibitor information next week, and the letters must be out in the next 2-3 weeks. Jenn is working to confirm PennDOT Deputy Secretary Toby Fauver as the keynote speaker. Bear Creek's manager is on stand-by as the keynote speaker, if necessary.

NAEP – Bill Plumpton

Virginia provided an update that NAEP's hosting a Board Meeting in Houston the weekend of January 23-24. The chapter affiliation agreement has been revised based on chapter comments and be voted upon at the Board Meeting.

Miscellaneous Business

- Book Club – The announcement went out in January; and a section of the message board has been dedicated to the Book Club. Crystal requested that the Book Club's portion of the message board be easier to find from the message board's homepage. Ideally, a link would be provided for the Book Club directly from the PAEP website. Members have requested that more information on the Book be provided with the announcement. The Board will make sure a description is also provided in the next announcement.
- Taxes – The rate for the accountant has increased by \$50.00. Due to efficiencies and continuity, Cami recommended that the Board maintain the accountant in 2010. Cami made a motion to approve the accountant at the new rate, and Jenn seconded the motion. The Board unanimously approved the accountant at the new rate.
- Golf Fundraiser – This is planned for discussion during the afternoon portion of the Board's Retreat, the Board Working Session. The details and responsibilities will be reviewed at that time. The Board is planning on hosting a golf fundraiser, PAEP's first, this coming fall. Details will be forthcoming.

Adjournment

- Adjourned at 12:05 p.m.