



Board of Directors Meeting January 14, 2010 Meeting Minutes

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Present: Duane Peters, President	Absent: N/A Staff: N/A Others: N/A
Virginia Bailey, Vice President	
Camille Otto, Treasurer	
Crystal Quintin, Secretary	
Mitchell Burack (via teleconference)	
Jennie Granger	
Angela Schreffler	
Mike Kenawell	
Jeffrey Leberfinger	

At 9:10 a.m. the meeting was called to order.

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

Introductions

All board members introduced themselves and welcomed Jeffrey Leberfinger to the PAEP Board as the newest member.

Meeting Minutes – Crystal Quintin

The minutes from the December, 2010 board meeting will be approved via email to give every board member a chance to comment. Terri will post the meeting minutes on the website when they have been approved.

Election of 2011 Officers

The Board voted unanimously for the following board officers:

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

Membership Database and Directory

- The membership database and online directory were discussed. The board currently does not have the capability to update the directory online throughout the year, as needed. As a result, the Board would like the website modernized and overhauled, so that the Board has the capability to update and post accordingly. The timing of requested posts, such as the Marcellus Shale presentation that was never added, is unacceptable. A system enabling the Board to update and post is needed. This is an ongoing work item that the Board will focus on resolving in 2011.
- Specifically, as it relates to the membership database, Angela received 3 membership renewal forms, indicating a strong need to also update and assess the current database. A true online da-



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tabase where contact information and employment data can be updated in a timely fashion is the optimum goal. The possibility of allowing members to update their own information was discussed. Mitchell mentioned that a lot of potentially useful data is left blank by members when completing the membership forms.

- Jennie made a motion to solicit for web services and Crystal seconded the motion. The Board unanimously approved the motion and the Board is to recommend the names of web providers for a solicitation. The title of this service professional is, *website designer/web master*.

2010 Taxes – Use same accountant?

- The board made the decision to utilize Susan Lee to prepare its 2010 taxes; she also prepared PAEP's 2009 taxes. Cami made the motion to maintain Ms. Lee; Angela seconded the motion; and the vote was unanimous. The price of \$400 was reasonable, based on the Board's informal assessment and based on estimates that it received last year.

Sections

- A discussion of all of the sections took place. Only one section leader was present, Mitchell Burack, who is also a board member. The West has been very successful, but requires resources beyond what any other section requests. The board would like to see more Section fundraising efforts, such as corporate sponsored events and the collection of nominal donations, undertaken in order to defray the cost of Section events. The ultimate goal of fundraising being to empower sections to attract and retain PAEP membership and host regular events within the new SOPs, yet independent of the Board. The idea is to encourage sections to become their own entities under the PAEP umbrella.
- Recruiting and fostering additional section leaders was discussed and will be a board goal in 2011. Potential section leaders must be able to commit the time and resources in order to be considered.
- Annual Section plans have not been submitted yet and the Board needs the financial requests for each section as soon as possible for budgeting purposes. The East and West verbally stated their goals to only request the annually budgeted amount in 2011. The East has been able to contain its costs by offering sponsorships or a fee at events. .
- The following are the existing sections and leaders –
 - West – Keri Rebuck
 - Central – Kevin Starner – Kevin is continuing to plan in the interim but will be stepping down as section leader soon. The Board is actively seeking a new section. Mike Kenawell is going to contact J.T. Graupensberger to see whether he would be interested. A happy hour has been suggested for January; however, nothing has been scheduled yet. The next planned event is an FHWA event with Jonathan Crum in April. Another Salamander event with the Nature Conservancy was suggested for March. A February event is needed. Angela volunteered to help organize a fundraiser at Aroogas.



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- East – Mitchell Burack - Mitchell is working on the Annual Plan for the Eastern Section and is solidifying programs for February, March, and April. Topics include, Independent Energy, LEED, Stormwater, SWEP joint venture, student/college night, and another joint East/Central event.
- P2/E2 Roundtable - Mike Parrent – Events are being planned for the beginning of the year. The Board provided Jeff with the background on P2E2 and its role as a part of PAEP due to the loss of DEP funding a number of years ago. It is an industry group focused on industry pollution controls. PAEP is committed to working more with P2/E2 in 2011, possibly through joint event/advertising, and the board will reach out to Jeff and/or Mike in the coming weeks.

Section Leaders Committee

Currently inactive.

Winter Newsletter

- As the new Vice President, Virginia will be taking over as official “editor” to the newsletter.
- Duane provided an update as to where the collection of articles for the winter newsletter stands. There are enough articles (Baker, Eco-analysts, and A.D. Marble), but it has been difficult conveying the concept of “peer reviewed” to members. Many prefer to submit marketing pieces, but it is still early and members may just need more time to adjust. It was suggested that the definition of technical article be clarified.
- The drop-dead date for articles is January 22nd. Mitchell is working on his regulatory piece and anticipates having it ready soon. Crystal’s legislative piece is being finalized and will be ready in February. There is an outstanding regulatory piece on Chapter 95 –TMDLs. Crystal will contact Thomas Starosta to see whether he would be willing to draft something for the newsletter (if not for the winter issue, for the spring).
- The newsletter needs additional volunteers to conduct the peer reviews for submitted articles.
- Advertising size is card size and will be included on a back page, at least for now. Eventually advertisements be distributed throughout the newsletter; however, there is a risk in readers misinterpreting the ads as corresponding with the article or sponsoring a particular article. JMT paid for ads for a full year. Baker and AECOM are requesting funds for ads. A.D. Marble and McCormick Taylor may also contribute.
- Duane asked for the Board's overall opinion of the new newsletter. He has received much positive feedback and believes it is a step in the right direction. Some formatting needs improved, such as faded fonts on the cover and it could also use more photographs. Guidelines on photograph submissions need to be established. The last set had a large number of pictures of children. The member spotlight is a promising section.

Student Chapters/Programs



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- Student Charter – the Board reviewed briefly the final iteration of the charter and provided feedback as to a few areas that still need improvement. Specifically, the request for funds section was modified, since this section could put PAEP in a tough spot with Student Chapters and could provide unnecessary complications and liability to the Board. It was determined that funds should only be requested through the faculty advisor and that the process should flow accordingly to discourage frivolous requests for funds. Chapters will be encouraged to fund their own events.
- Representatives at Susquehanna University asked whether they could have posters at the Annual Conference. This request resulted in a discussion on the possibility of developing a poster contest, whereby, PAEP can award the winner with free entrance to the conference and possibly pay for his/her attendance. The details need to be worked out and as such the discussion was tabled for a future special meeting.
- Angela would like the waiver form by February 1st to submit to Susquehanna University.
- Duane asked if there has been any progress on additional/future student chapters. Duane is to email Brian Oram about Wilkes developing a student chapter.
- Virginia, representing the Board, will contact Keri to give her the green light to approach schools in the Pittsburgh area to gauge interest in student chapters.
- HACC - Cindy with the career center is the new point of contact. The goal is to host a joint event with the Central Section in February. Also looking to partner with SWEPA on some events - Virginia is to talk to a SWEPA Board member who works at Dawood.

NAEP Chapter Affiliation Agreement

- PAEP did not sign the Affiliation Agreement, at least for now, as the benefits are marginal at best. Liaison communication has been a challenge. PAEP will be working with NAEP over the next year to help increase its visibility and fully assess any potential benefits through PAEP section events.
- The memo to the PAEP membership providing an update on the status of the Affiliation Agreement and position of the Board was sent in an email blast in December. Duane suggested that the Board also prepare a white paper for the section meetings with a controlled message with appropriate data.
- Ron Deverman is the new president to NAEP and Paul Looney is the new Vice President. PAEP has spoken with both Ron and Paul and offered to allow NAEP people on the ground to help sell NAEP to the membership. NAEP has yet to respond. Nevertheless, NAEP has requested that PAEP promote its efforts and organization through its membership database.
- PAEP will host a membership vote to reconsider signing the agreement at the end of the year.
- PAEP will maintain its 4 officers. NAEP applications and fees are due in March, and the Board should be able to begin re-assessing the situation by that time.



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- NAEP members have not typically attended the PAEP conference and the NAEP conference is comparatively expensive for PAEP's membership.

Conservation Heritage

- There is uncertainty about the PHMC intern program this year due to anticipated budget cuts. Wayne Kober is attending the Goddard event on January 28, 2011 and should have an update for the Board afterward.

Trademark

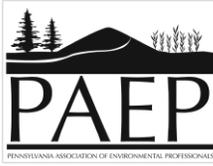
- A previous discussion occurred between the Board outlining the cost and scope of pursuing a trademark. According to Mitchell, the cost is approximately \$1,000 - both the Michigan and National AEP are trademarked. Michigan is not affiliating with NAEP. The Board believes that the PAEP trademark is a win/win and a necessity for a nominal one-time cost. Mitchell will pull together the formal quote.
- The Board voted unanimously to approve the pursuit to trademark PAEP.

2011 Conference – Camille Otto

- The Ramada Inn, State College location was finalized with the Committee on Monday, December 13th. The conference is scheduled for September 21st -23rd.
- The Committee received a number of great topics and prioritized them for the next committee meeting, scheduled for January 18th at noon.
- Most importantly, the conference is still in need of a keynote speaker. Mitchell is to call the new Secretary of the DEP, a former Environmental Hearing Board Judge, and if this doesn't work out, Crystal and Virginia have contacts with John Hines, the newly appointed DEP Deputy Secretary.
- Traveling workshops - Keith confirmed the Creamery tour with an option to do a barn visit (from cow to ice-cream).
- Topics include Marcellus Shale, and other features being considered include student posters and a golf outing.
- Mike is also looking into potential bird watch hiking locations.
- Kelli Ismond is no longer a committee member; however, Marci Johnson remains active. Western representation and activity is important. The Board should advertise now to begin attracting section leaders and future board members from the West.

2011 Budget and Treasury Report – Camille Otto

- A line-by-line budget review was conducted and a number of areas were approved and adjusted. A summary of the adjustments are as follows; \$50 - Bank Service Charges through PNC (the option of shopping for banks was discussed), Internships/Scholarship - \$1,000 to match fundraising totals, Awards - \$500 consolidated into one line-item (includes Karl Mason), Computer Web-site - \$0 until a contract is received, and Newsletter Contractor - \$0, no longer necessary due to board efforts.



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- As drafted the 2011 budget shows \$6,280 in losses; however, the 2010 budget was also anticipating \$9,000 in losses, and ended with \$9,536.94 in revenue. There are expenditures built in that may or may not be spent, but the board would like to maintain them to provide a more conservative outlook. Additionally, its continued efforts to control costs and raise funds should once again help to alleviate losses.
- In 2010, budgeted for \$18,000 in management costs yet only spent \$10,000 and raised \$1,000 from the golf outing.
- Cost savings - reduced ads and paper copies of the PAEP membership directory are no longer mailed.
- Revenue raised - sold Chico Bags and T-shirts and hosted the first golf outing.
- The budget projections for 2011 are based on 2010 numbers.
- Goal is to cut costs per member from the current \$85/member just for management/administration. Initiatives include modifying the website, requiring detailed invoices and 6 month reviews for all vendors.
- The fundraising goal is to raise \$3,000; but the budget reflects \$1,500 should the economy not fully cooperate. Crystal suggested that the Sections should also donate a percentage toward the scholarship fund, once they are making enough to sustain their events. It could take a few years.
- Finally, the Board discussed the unbalanced funding situation with the Western Section. It exceeded all other sections by at least 250% in 2010. The board would like all sections to fundraise more and cannot continually support such overages. As a consequence, the Board is considering requiring a match for the Phipps annual donation. The current budget, at \$6,000 in the red, does not support such a large donation to one organization. The Board is more than willing to help the Western section come up with fundraising ideas, attend and help with events throughout the year. Selling merchandise, hosting raffles, and asking for nominal donations are all methods that could be utilized.
- Jennie suggested a 6 month review of the budget before the New Year, to allow for any needed adjustments and to avoid a crisis, reactionary situation where the Board might not have any options.
- Jennie made a motion to approve the budget and Crystal seconded; the budget was unanimously approved. The revised 2011 budget will be submitted to Terri for finalization.

Planning Session

- Ex-officio position – Virginia was nominated to help finalize this position and Crystal offered to help as needed. This is one of the important tasks identified during the Board's strategic planning session two years ago.



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- Board Goals – Duane requested that each board member develop 3 goals for the next year and submit them to him by the next board meeting in February.

Miscellaneous

- The Board would like to add a life-time achievement award; currently have there are the young member, founders, and corporate awards.
- The Board is going to revisit the Queensboro website suggested by Rebecca Ledebom to research additional items that it could sell to raise revenue.

Adjournment

- The meeting officially adjourned at 2:37 p.m.