In attendance:

**Erin Graves**- honeysuckle removal with students while social distancing, planning a parade,

**Lesli Moylan**-

**Laurie Duncan**-

**Susan Flowers**- website community member, Education outreach coordinator for WashU field station, dealing with changes

**Karen Keck**- gardening

**Jeff Birchler**- first week back at the watershed center, native plant operations up and running, native plant sale

**Jenny Grabner**- Kirksville visit, visited Karen too, 12 baby ducklings

**Lucy Herleth**- lots of tentative planning for next school year, plan a,b,c,d...

**Laura Seger**- planning and exploring next steps for programming

**Hannah Hemmelgarn**- grant proposal submitted to USDA for maple syrup, GIS, newsletters, writing with Lesli, baby growing!

Meeting started at 10:02 am

**Agenda:**

**Logo Discussion (Carrie Whipkey, Susan Flowers)**

- Different collaborative initiatives, how do we brand them in a way that recognizes MEEA but also recognizes their individuality
- “Freshen” the green schools logo- received feedback from the MGS committee-
  - Love the dogwood (has MO representation) & needs to stay close to what it is
  - Do we need to keep the outline of the state of Missouri?
  - Pencil effective at conveying the schools piece- Does the pencil date the logo
  - Could we add a school building like the MO Green schools quest- but that might step on their toes
  - Stronger color scheme
  - More bold wording
  - Like the words incorporated into the badge
  - Living element is nice (dogwood element)
  - Circle is a dated
4 Levels- sprout, seedline, sapling, dogwood
   - Inspired by Wisconsin’s levels

How do we freshen the MEEA logo?

Problems with current MEEA logo
   - Text is separate with image, so it makes it difficult to use
   - We only have a horizontal version
   - Lots of text

Needs
   - Needs to be very functional
   - We need to go out and look at other logos
   - Can we use this to move MEEA forward (no trees coming out of books)
   - Represent other things instead of just plant life- other life, water, etc.
   - MEEA as a spoken acronym
   - Move forward, freshen and keep modern-
     - Karen- what is modern?

How can the board be helpful now?

Dislikes and likes about the logo need to be communicated (gut reactions)

Examples of styles of logos we like

What they have seen- badge style that represent different factors,

LOOK for LOGOs- google EE organizations

What do you think about having a name on there, versus it written out?

Tag line, should it stay

Oak leaf?

- Dump in screen grabs and comment on particular images as a group

- Insert 1-3 of your own ideas here
- Can include what you do or don’t like
- Comment on others ideas by May 17.

Conference Discussion (Jeff Birchler, Laurie Duncan)

- Theme: Ozark Environment Adventures
- Venue is ready to go
- How sure are we that this is going to happen?
  - Some places are cancelling plans for Jan/Fen 2021
  - Many places are pushing back their events, so we might run into a situation
  where there are a lot of conferences around the same time
  - Will teachers be able to get away?
- Lesli’s ideas
  - smaller virtual PD
  - speaker series
- Hannah
  - Scavenger hunt for info within lessons and prizes
- Coupon giveaways, online auction
- Kits to send out - citizen science component
- So that it isn't all screen based
  - Jenny
    - Can we plan the conference as usual?
    - Venue is not charging us (botanical center in Springfield)
    - Hotels? Not sure
  - Erin
    - t-shirts/ badge as incentive
    - Schools also planning adaptation for fall (alt days attendance etc.)
  - Jeff
    - Kahoot/ activity within Zoom?
    - Other virtual conferences -- what worked, what didn’t?
  - Laurie
    - Venue may not be adequate to also include social distancing
      - Financial impact: charge for virtual?
        - Donation option? Registration $, receive citizen sci kit/ materials
        - Sponsorships - send ideas (Lesli: PD $ to conference committee?)
      - → play it safe, shift to virtual/ not in-person alternative
      - Worthwhile to develop alt/digital materials, even if there’s a lot of that rn
      - Extend webinar series / +beyond virtual options (kits, activities, goodies..)
      - All on board with moving forward as a virtual+ event

Priorities for the rest of 2020? In light of….

- COVID-19
- VISTA responsibilities and MFH Project Plan
  - Plan was to have 30 schools enrolled, baseline assessments and action plans
    - This is likely to shift given COVID
    - If MFH is ok with it, shift to program and partner development + more focused smaller pool of high needs schools
  - 4 VISTAs approved to sponsor
    - School outreach, partner network development
    - Late summer/ fall start? Push back?
      - Training, then support and outreach
      - Remote work: budgeted for internet service, phone (connectivity)
      - Laura - gas cards to VISTAs/ transit passes
      - Jenny - housing assistance? / recruit within St.Louis
    - Recruitment needs to start ASAP (Jeff: can take longer than planned)
      - Lesli will get the ball rolling on position description
      - Erin G, Lucy H, Jenny G will help with VISTA description
- Additional advertising needed, share within networks/ID people
  - Shift to MGS capacity building, COVID relief, then work directly with schools?
    - Half day/wk school garden work (Gateway Greening)
  - Shift to all living in St. Louis
    - Two with access to cars for travel within 2hrs, Lesli could go to more distant locations
  - Tracking and assessment tools prepped, rethinking with COVID
  - Piloting START tool
  - Getting schools on board will be slower/harder now
    - One school per VISTA, high touch for high needs?
  - Identify high needs schools -- ideas?
    - Springfield school? VISTA to travel?
    - Jenny - team aspect is critical for VISTAs, should be accessible to those without vehicles, but do need to have valid drivers license so we can provide vehicle/reimbursement
    - Lesli - funds for office space accessible to public transport

- NAAEE grant
  - $5,000 to hire a part-time outreach person -- June
    - Job description needed - Laura working on it with Lesli
    - Recruitment within MEEA membership
  - $2000 for fundraising training -- for advisory committee, conference committee, entire board?

- Our desire to do more PD
  - Meld with conference now that we’re shifting from in-person
  - Update conference/event listings (Hannah)

- Can we leave the meeting with an idea of Who will do What, by When? (in green)
  - May: newsletter, MELAB meeting for liaisons, NAAEE job description written (recruit from MEEA membership), MGS school outreach, VISTA position descriptions
  - June: fill NAAEE position, start VISTA recruitment, Board meeting re: conference/PD, MELAB Mtg statewide?
  - July: ongoing recruitment (MGS schools, VISTAs), newsletter, alt conference planning etc.