Dec. 13, 2021 Agenda (4:00-6:00)

https://us06web.zoom.us/j/6950901172?pwd=YW8yMS93aWxQOVNCWlRHCnpoJMY3UT09

In attendance: Lesli, Jeff Birchler, Jill Hollowell, Laurie Davis, Jen Schamber, Sarah Holmes, Joan R
Absent: Christine Li, Laura Seger, Erin Graves, Tonia Scherer

Log your volunteer hours here

4:00 Checkins

Checkins (10 minutes)

4:10 Treasurer’s Report: 2021 Budget vs. Actual Report (5 minutes)

--Highlight areas where we’ve grown our income
  ● Contributions significant growth, corporate sponsors for conference, special events like give SPL
--Highlight need areas
  ● Grants
  ● Membership/Dues

--Takeaway:
(Budget Discussion will take place after the PEEPs Clinic Strategic Planning Discussion)
  ● Saved on payroll
  ● Reduced desc. Between net operating revenue
  ● Look for sponsors, ongoing opportunities.

4:15 Updates from Committees: (10 minutes)

● Will continue joint programs with KACEE,
  ○ KACEE will take the lead on this program
  ○ Work to promote to MO audience
● Grant list updated by Joan

4:25 PEEPs Clinic Takeaways (Jeff):

● Chance for leadership of 5 Affiliates to get together and share +s and -s; national leaders led us through
  workshops to think critically about our capacity; thought about our key priorities for the next year
  ○ Talked about taking a less is more approach (can’t do everything, let’s be strategic); also talked about
  Board Development
● We are operating over our capacity, can’t sustain without change.
● Top priorities--
  ● Fund Development
  ● MGS (paid for through Q3 2022; supplies .5FTE for Lesli through that time)
  ● Member Services (Do another survey? Need more ranked info to help prioritize services and figure out
    what members really want and need)
  ● Infusing DEI into all our decision-making
MEEA’s Top Priorities for 2022, unpacked (from PEEPs):

**Fund Development is #1**

- Set up Fund Development Committee with clear guidelines; clarify committee roles vs Advisory Board roles
- Potentially:
  - Finance/Accounting & Fundraising experience represented on Board of Directors and Advisory Board (known, high-priority gap areas)
  - Board Development Survey Completed; other gap areas id’d
  - Clarify Advisory Board role (individuals and corporate donor relations; help develop strategy and goals)
  - Hire a grant writer (lack of success engaging new foundation support this year, work on building relationships?)
  - Id Large grant to replace MFH (EPA?)
- Create Fund Dev Plan for 2022 and 2023

**Member Services:**

- Pause on rollout of membership re-org til fund dev plan in place and rolling (3-6 months)? Share with members it’s part of the strategy we share with members about strengthening our organization.
- What can we cut back on for a short while? How do we figure that out? Do another survey?
- Ranked service priorities
- New Membership structure launched

**MGS:**

- Continue with the Project Plan
- Move towards more VISTA independence with running the program & utilizing committee as much as possible
- Enroll 30 MGS+ Schools enrolled (we are at 11 right now)
- MGS Administrative tasks recorded in Guidebooks for VISTAs and/or MGS Coordinator

4:40 5-minute break

4:45 Dynamic Governance Rounds (Sarah facilitator; Jeff notetaker?)

- Dynamic Governance Cheat Sheet-UCity.pdf

4:45 Questions to complete the picture formed above?

- No clarifying questions required.

4:55 Are we all on the same page with the above priorities? Is this doable? Do we agree that Fund Development needs to be #1? (Proposal is that we set the items in the table above in motion.)

Proposal to:

**Fund Development**

- Set up a fund development committee
• Create a fund development plan for 2022 and 2023

Membership Services
• Pause on rollout of membership re-organization
• Pause newsletter,
• End of year notice about building capacity
• Search additional categories to reduce Lesli’s workload (use All Things, Divided doc--Lesli)\
  ○ Share list of participating MGS schools with Board members

MGS
• Continue with the Project Plan
• Goal of 30 MGS+ schools enrolled

5:00 Top ?s for starting the Fund Development journey (picture forming as a group):
• Composition Fund Development Committee
  ○ 5 people (Lesli, Jeff, Wil or Bill, Jen S, Nikki)
  ○ Meet 2x/month at least
  ○ Complete by end of Q1
• Task of
  ○ Goal of generating ____ revenue?
  ○ How to generate revenue streams
    ■ Grants
    ■ Membership
    ■ Crowd funding
    ■ Corporate sponsors
    ■ Events
• Need to draft a 2022-2024(?) Fund Development Plan. What’s the timeframe for completion and how often should we meet? Who can/needs to be involved? (Lesli has amassed a bunch of resources from a variety of sources on Fund Development--she can gather and collate that for the Board)
• Board Development (skipped for tonight)
  ○ Expertise on the board, where are our gaps? How can we fill those gaps? (Who do you know that could help?)
    ■ Board Composition Survey
    https://docs.google.com/forms/d/1KNqfSctKpxzu8VKwG5J2jiyuuRna4gm21MceA7bdyD0/edit#responses
  ○ Changing our Board Structure--do we need more members to fill our gaps? Should we change our bylaws at all? We have 10 BOD members currently. Bylaws say we can have up to 11, and that we can only fill vacancies of At-Large members at time of annual election; Exec Board vacancies can be filled anytime.
• Hiring a grantwriter. Leads? Skill sets/experience needed? (Fund Dev. Comm. will address.)

5:20 New proposal shaping: What can we reduce while we pursue the above priorities (i.e. quarterly instead of monthly newsletters)? Brainstorm list round; feedback on list round; make proposal.
5:30 2022 Budget Finalization:
- Presentation from Lesli
  - All The Things, Divided (pre-meeting reading just to illustrate items that could be shifted to a part-time administrator)
  - 2022 and 2023 Proposed Division of Labor and the Benefits of this shift
- Updated Budget Proposal: BudgetOverview2022DraftBudgetv2.pdf
  - NOTE: This budget includes staff costs for ED + an Administrator @ $20/hr X 20 hrs/week + reduced time for Nick (from ~5hrs/wk to 3hrs/wk)
  - Discussion regarding Nick joining BOD
- Proposal to accept 2022 budget (Sarah facilitates), Proposed budget passed all in support

5:55 Closing Round (feedback on meeting--1-word, sentence, or open-ended based on time left)

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Tabled for future meetings:

- **JEDIA Mission Statement proposal**
  - Original: Meea helps educators inspire Missourians care about, understand and act for their environment
  - Proposal: Meea helps educators inspire and equip all Missourians to access, care, understand, and act for the environment
    - Order doesn’t flow, bad grammar
    - Options for next time:
      - MEEA helps educators inspire all Missourians to access, understand, care for, and act on behalf of their environment. (or simply “act for their environment”?)
      - Tabled til we have a quorum
      - New suggestion from Jill via email: MEEA inspires all Missourians to achieve stewardship through knowledge, critical thinking and action.

- **Membership Structure Changes**

- **Continue VMEs in 2022? Discuss via email/ED Update**