

MEEA Board Mtg 5/8/2020

10:00 am- 12:00 pm Join URL: <https://zoom.us/j/94714234590>

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, seedling, 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 w/in 2hrs, Lesli could go to more distant locations
 - Tracking and assessment tools prepped, rethinking w 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.