

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

<https://us06web.zoom.us/j/6950901172?pwd=YW8yMS93aWxQOVNCWIRHcnpJMUY3UT09>

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
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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/1KNqfSctKpxzu8VKwG5J22jyuuRna4qm21MceA7bdyD0/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)

Tabled for future meetings:

➤ JEDIA Mission Statement proposal

- Original: Meea helps educators inspire Missouriians care about, understand and act for their environment
- Proposal: Meea helps educators inspire and equip all Missouriians to access, care, understand, and act for the environment
 - Order doesn't flow, bad grammar
 - Options for next time:
 - MEEA helps educators inspire all Missouriians 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 Missouriians to achieve stewardship through knowledge, critical thinking and action.

➤ Membership Structure Changes

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