



# American Fisheries Society

## *Western Division*

President Jim Bowker, President-elect Cleve Steward, Vice-president Brian Missildine, Secretary-Treasurer Travis Neebling, Past-president Hilda Sexauer

Agenda for Executive Committee Conference Call on Date: **Thursday, April 21, 2016**

**Start** Time: 8:30 am AK time/ 9:30 am PT / 10:30 am MT

1. Introductions and welcome
  - a. Jim Bowker (President), Brian Missildine (Vice President), Hilda Sexauer (Past-President), Travis Neebling (Secretary-Treasurer), Jane Sullivan (Student Representative), Bryan Bakevich (AZ-NM), Joe Merz (CA-NV), Bobby Compton (CO-WY), Jay Hesse (ID), and Tracy Wendt (Newsletter Editor)
2. Determination of quorum
  - a. A quorum was established.
3. Secretary-Treasurer report (Travis)
  - a. Approve March minutes (Travis)
    - i. Revisions were submitted by Jim and Jane. Brian moved to approve the Excom minutes as revised, Jay seconded the motion, and the minutes were approved with no objections.
  - b. Finances Update (Travis)
  - c. Travis gave a brief update on the finances. Travis and Jim Hobbs are still tracking expenses for the Reno meeting, but it looks like we should profit about \$47,000 from that meeting (\$27,000 to the Cal-Neva Chapter and \$20,000 to the Division). Travis has been writing a lot of checks since the meeting ended for Excom travel, travel awards, student volunteer hours, etc. Travis is planning to transfer \$10,000 from the Endowment into the checking account just so there is no risk of over spending; he doesn't anticipate spending these funds.
4. Chapter roundtable
  - a. Cal-Neva – Joe – They are still riding the high from the Reno meeting. He has been getting good feedback from attendees. Travis and Jim Hobbs are working on finances. They had an Excom meeting last night. They have about 360 chapter members right now, but it used to be over 400. They are going to have town hall type meetings to get member feedback. They are trying to decide where their next meeting will be; options are Eureka, Chico, or Redding. Laurie Early will be the incoming President Elect.
    - i. Jim commented that Sharon Shiba has sent out metrics from the Reno meeting. There were 12 presenters that did not register. These people will be contacted directly.

- b. CO-WY – Bobby – Their meeting this year was very successful with over 200 attendees (near record number). It was their 50<sup>th</sup> anniversary. The meeting was a success in many ways, including financially. Over the past couple of years they have been trying to break even or spend down their funds, but keep making a profit. They are awarding more student and professional travel grants, and they supported the Skinner Fund and the Western Division Student Colloquium, and are supporting a freshwater mussel guide book. Their Chapter Archivist is going to do a write-up for Fisheries. Jim asked that they submit that for The Tributary also.
  - c. AZ-NM – Bryan – Their meeting this year was joint with The Wildlife Society in Flagstaff. There were 63 attendees at the business lunch. Their 2017 meeting will be in February, in New Mexico. They are not sure how it will work out because New Mexico will be hosting the national TWS meeting; they might try to have a separate AFS meeting because it will be their chapter's 50<sup>th</sup> anniversary. They are revising their Procedures Manual and Annual Meeting Planning Manual.
    - i. Jim suggested talking to Jess Gwinn about joining with the National TWS meeting.
  - d. ID – Jay – They are in post-meeting recovery mode right now. They are going to have an Excom meeting next week. Their meeting made about \$12,000 in profit. Their chapter meeting will be joint with TWS next year and they are finalizing an MOU. They have been approached to co-sponsor the Idaho Climate Change Symposium with TWS, AFS, the Society for Range Management, and the Society of American Foresters.
5. Update 2017 WDAFS/MT meeting in Missoula (Leslie Nyce/Pat Saffle/Cleve Steward)
    - a. Tracy reported that they have recruited a lot of committee chairs in Reno; Leslie is updating the contact information. Tracy has created a Dropbox account to store all the meeting documents. They are going to have a conference call next week and then a site visit on June 2<sup>nd</sup> and 3<sup>rd</sup>. The logo is in development and they are finalizing a theme.
  6. Update – April 18 Management Committee meeting (Cleve)
    - a. Cleve was unable to attend the Excom call, but sent this update:  
Four motions were brought up that pertained to the formation of a student subunit at Brigham Young University-Idaho, and revisions to bylaws for two Chapters and the Marine Fisheries Section. It was noted that a Chapter member must be a member of both the Chapter and AFS in order to hold office and vote and serve on committees.
    - b. A few highlights from the President's and Executive Director's reports:
      - A 2-day Governing Board meeting was held in Potomac, MD in early April (Western Division was represented by Jim Bowker and Cleve Steward)
      - Baltimore has been selected as the site of the 2021 Annual Meeting.
      - Adelaide, Australia has been selected as the site of the 2020 World Fisheries Congress.
      - The 2016 AFS Annual Meeting in Kansas City is now open for registration

- c. The next meeting of the AFS Management Committee is May 16. Please communicate any concerns or issues you'd like raised to Cleve Steward prior to the meeting and they will be vetted through the Excom.
7. Update – Mid Year AFS Governing Board meeting (Jim B)
  - a. See Appendix A at the end of the minutes.
8. Officer/Student rep update (Jane Sullivan)
  - a. Jane reported that the Western Division Student Colloquium was a huge success. There were attendees from three states, a CV writing workshop, a writing improvement workshop, two courses on instream flow, and a trivia night. Also, no one starved or died of thirst. Richard Walker is doing a write-up for The Tributary.
  - b. Jane is soliciting a new Student Representative. The deadline to submit is May 31.
  - c. Jane reported that there were about 60 volunteers at the Reno meeting. Joe thanked her for all her work with the volunteers and noted that they were really exceptional.
  - d. Jane has put all of her documents in the cloud as well as passed applicable documents to the Missoula planning team.
9. Update from RPECC Committee (Dave Weedman)
  - a. Jim reported that Lori is taking on a new job, so Dave will be taking the lead on the RPECC. They are continuing to reach out to the chapters to get more expertise.
10. New AFS committee appointees
  - a. Pam Sponholtz – AFS Communication Strategic Planning committee
  - b. Troy Brandt – Membership committee
11. Action Items from past meetings
  - a. Jim will roll-out a rotating annual meeting schedule, starting with the 2020 WDAFS meeting. Travis and Jim will develop a planning document.
  - b. Jim has revised the Procedures Manual, specifically the section on Professional Certification reimbursement and other contingency fund. Travis and Hilda will review this document then send it out to Excom.
  - c. Jim is working on a MOU for Western Division meetings. Travis and Hilda will review this document then send it out to Excom.
  - d. Advertise smile.amazon.com for AFS or any of the units – Sharon Lashway/Tracy Wendt. Jim will send more information to Sharon and Tracy.
12. Upcoming activities
  - a. WDAFS and chapter meeting metrics – Jim will initiate.
13. New or other business
  - a. None
14. Next Meeting – May 19, 2016. Meeting adjourned at 11:37 MT.

**Action Items:**

All chapter Presidents – Ensure that any meeting write-ups and pictures are sent to Tracy Wendt for inclusion in The Tributary.

Travis and Jim – Develop a planning document for the fixed meeting rotation schedule.

Travis and Hilda – Review the revised the Procedures Manual then send it out to Excom.

Travis and Hilda – Review the MOU for meetings then send it out to Excom.

Jim – Send more information to Sharon and Tracy regarding smile.Amazon.com.

## **Appendix A.**

### **Overview of the AFS 2016 mid year GB meeting**

1. Update on the AFS Strategic Communications Plan – A guide forward for building increased member engagement and long term public awareness.

AFS needs to adopt a more strategic approach to how it uses its existing communication channels and how it targets and communicates with key audiences, including AFS members, potential members and outside groups, such as policymakers and others concerned about fisheries issues.

Potomac Communications Group (PCG) developed this strategic communications plan based on a comprehensive review of AFS as an organization, the way it communicates, the needs of its members and other groups, its mission and messages needed going forward, and how AFS compares to related organizations. As a result of our research and ongoing conversations with AFS's management, we identified communications strategies and tactics that will help AFS achieve its goals.

The following communications plan is designed to assist AFS in meeting the following areas of need:

1. Improve the consistency and quality of information being circulated to members, thus enhancing the value of AFS membership.
2. Better define AFS's messages to the organization's membership, potential members and other targeted individuals and groups.
3. Reinforce AFS's status as the primary and most beneficial membership society for fisheries professionals.
4. Increase AFS's influence with external groups and individuals, such as policymakers and other important leaders and advocates.

The special committee's charge is to recommend priorities on actions within the Communications Strategic Plan. Chaired by Gwen White and 9 committee members (including Pam S repping the WD) and AFS staff

Nine major tasks with a number of actions – surveyed members and asked if a task was an immediate priority, a long term priority, not feasible, or no opinion

Tasks:

1. Increasing the footprint of AFS journals
  - a. Evaluate and set new content guidelines
  - b. Increase promotion of journals and prominent articles
  - c. Increase awareness of journals through increased presence at conferences
  - d. Ensure functionality of the alert system (journal notification system)
  - e. Target potential media with free access
2. Leveraging the appeal of Fisheries magazine
3. Focus on member benefits of AFS's e-newsletter
4. Improving the training of new unit leadership
5. Enhancing existing continuing education offerings
6. Streamlining the AFS membership process

7. Develop relationships with prominent reporters
8. Awareness among decision and policy makers
9. Social media management and marketing

## 2. AFS Annual Meeting Update

- a. 2016 – KC at the Sheraton KC at Crown Center  
32 symposia, 719 abstracts, and 100 posters; 10 concurrent sessions, projected attendance 1,200
- b. 2017 – Tampa at the Marriott Waterslide  
Local team firmly in place, quarterly planning meetings with staff
- c. 2018 – Atlantic City at the Sheraton AC  
Local team in place, staff visited with team last spring, permitting complete, activities on the beach
- d. 2019 – Reno at the Reno Convention Center; Peppermill and Atlantis  
Joint meeting with TWS; hotels and convention center contracts in place
- e. 2020 – the MC has selected Columbus (the Time and Place Committee was recently dissolved and meeting site selection has become the responsibility of the MC. Spend a lot of time discussing the criteria that go into making the site selection.

AFS will be taking on more of the meeting planning/organizing responsibilities and should be doing most of the work by 2019. Not sure exactly what this means relative to programming, local arrangements committee activities.

## 3. The Art and Science of Membership

- a. Points to consider (1) results of recruitment effort, (2) retention rates, (3) communications with members (4) benefits vs features, (5) what renewing members value most
- b. Membership – WD 2774
- c. 2015 ½ price special
  - i. 276 new regular members, 167 did not renew (35% retention), WD got about 160 new members, NED got 29 new members; asked for total Division membership but have not heard back.
- d. Young professional members
  - i. 93 going in 2015 to attend Portland meeting
  - ii. 93 renewed
- e. Some circular discussion on how to cement member allegiance
  - i. Clearly define our values, what makes us unique
  - ii. Convey benefits and not features, find out “golden handcuff”
  - iii. Reward loyalty and long-term commitment

## 4. AFS Journals T& F Contract

- a. Presentation goes into quite a bit of detail

- b. Contract term 2011-2017
  - c. One time signing bonus of \$1million
  - d. Annual royalties - \$625,000 guaranteed plus 50% of revenue from a number of different sources
  - e. 2015 T&F income was \$1.4 million; AFS 2015 Royalty was \$835,000
  - f. New contract bids - T&F and Wiley already interested.
5. Policy recommendations for the new administration
- a. Lead by Taylor Pool
6. AFS Resource Policy Committee
- a. PM states that all will be reviewed every 5 years; all but two are now out of compliance
  - b. What to do with Policy Statements? Continue as is, revise to make more useful?
7. AFS staff gave presentations on (1) Materials development, (2) Continuing Education courses, (3) Awards, (4) Hutton, (5) website