

AKES Business Meeting Minutes

28JAN2012

Called to order: 1430

Present: Officers: Matt Bowser (Pres), Derek Sikes (VP), Roger Burnside (T), Jim Kruse (S).

In attendance: Ken Zogas, Steve Swenson, Sayde Ridling, Casey Bickford, Michael Rasy, Rachel Shively, Jonny Newman, Dan Bogan, Corlene Rose, two guests.

Student presentation award winner: Jonny Newman. (Secretary note: Award is \$50, no discussion to change this).

Membership management:

Kruse: 93 on the AKENTONET, be aware of public nature of the listserve.

Burnside: 18 renewing members, 15 of the 18 renewed on-line via PayPal. Membership has waxed and waned due to activities, etc. Anywhere from 5 to 22 paying members per year. Feedback for dues reminders was positive. Letter wording and targeted audience was described. Newsletter may be another opportunity to solicit membership. Meeting announcement is usually the first dues notice. **Action: December or so should be earliest renewal notice.**

Treasurer's report (Burnside): Total of \$2264.07 in bank account. \$1060 is reserved for endowments, etc. Remainder is available. Since last meeting, outflow \$168 for web services/PayPal, \$75 for student awards, \$250 for DSC scholarship, \$23 in hidden PayPal fees. \$560 collected via PayPal since 2010 (\$280 annually gross). Total expenses \$525 for this past year, significantly over income.

Discussion: How to get value for membership dollars – supporting outflow with income (money and information). Affordability of Denali Bug Camp sponsorship, concern with membership size, and value for membership. Ideas: member directory, protected member's only web section, web postings, member blog.

Website (Bowser): would like to have a blog for announcements, comments, posts, interactive website "wordpress" to make posts.

Facebook account? Derek volunteered to set up a Facebook page. Discussion of options. Facebook can direct people to the blog.

Action: Derek to set up Facebook page on behalf of AKES

New website features: info about student presentation award, student presentations, directory of collections. We would like to improve the dynamic

nature of the website. Discussion regarding blogs and how a blog page might look/function.

Action: Matt will look into blog options.

Server – Matt wants to switch servers.

Would like to pay for website, etc. using PayPal functions or bank debit function.

Recommendations for improvements/content we should have? Discussion: web keys – great outlets already, don't want to reinvent. Image gallery – perhaps link to BugGuide or links to saved searches. Drop box where photos are linked to website. Use of web statistics to influence content. Also, website is owned by the group, so all should feel free to volunteer time and effort to put up content, etc.

Action: Matt will switch servers

Action: Roger and Matt to get either PayPal or some bank debit function to pay for website fees.

State science fair award (Sikes): There are three state finals, Anch, Juneau, and Fairbanks. We would have to have a member go to each of these. Some post awards available, some do not. Idea was to provide a BioQuip collecting kit or something. Basic kit runs about \$80... Fundraising?? T-shirt, ballcap, etc. PayPal is set up for such things already.

Motion: Explore cost of T-shirt and hat. Seconded, passed. Sayde will look into it. Matt will look into it being done on the website. The idea is that we fundraise for the Society to sponsor more activities, etc.

Action: Sayde will look into cost of printing T-shirts and/or hats.

Action: Matt will look at 3rd party business to handle orders, printing, shipping of such a product.

Mentoring: bug camp, contacts that find us on-line, school contacts, putting name in a pool to 'sponsor/mentor' someone – facilitate mentorship through the society. Science fair – scan for insect projects that the Society may give a small award – like a book, etc. A starter insect collection, free tour of the museum, something that we don't necessarily commit to give each year. A museum tour with a letter and a small collection prize would work for this year. A consistent looking certificate would be good.

Motion: examine Anch, Fbks, and Juneau science fairs for entomological projects. Seconded, passed.

Action: Derek and Casey will look at Fairbanks, Michael Rasy will be requested to look at Anchorage, John Hudson and/or Mark Schultz will be requested to look for Juneau (Matt will email).

Action: Matt will look at designing a presentation certificate/document.

Newsletter contributions solicited by Matt. Submissions desired by end of February.

Action: Matt will email a newsletter article solicitation.

Election of Officers: Floor is opened for nominations: Matt expressed desire to have some students step up into some leadership roles. Matt nominated Casey for VP, Derek willing to step down. Burnside and Kruse willing to stay in Treasurer and Secretary positions, respectively. Bowser nominated for another term as president.

Motion to accept slate of candidates. Seconded, passed.

Brief discussion of directors, or roles thereof.

Meeting adjourned at 1625.

Jim Kruse, Secretary, AKES