

AKES Business Meeting Minutes

25JAN2014

Called to order: 1500

Present: Officers: Matt Bowser (Pres), Roger Burnside (T) Jim Kruse (S) (Liz Graham, VP, weathered in Juneau).

In attendance: Derek Sikes, Dan Bogan, Steve Swenson, Dominique Collet, Ken Zogas, John Hudson, Jason Moan, Jesse Moan, Logan Mullen, Garret Dubois, Mike Baldwin, Jill Stockbridge.

Student award: Logan Mullen won the student talk competition this year.

OFFICER REPORTS:

Treasurer's Report (Burnside): Everything is in a Quicken program. As of COB Friday; checking \$2625, \$1165 of that is donations, \$1460 remainder to do with what we'd like. Donations were provided with intent of establishing an endowment, but usually endowments require a larger base. Options are to invest with something with a little more potential than a 1% CD account. There is risk beyond a CD.

Membership management: (Burnside) 10 paid members for the year as of today. There were 20 at this time in 2011, and 11 last year at this time. There were 19 attendees at the annual meeting. Website occasionally does not work – Matt heard of one problem and fixed it.

Awards at science fairs: Derek (Fairbanks), Anchorage (Matt asked judges to select for us), Juneau (Liz Graham volunteered to look). \$50 student award and three \$50 science fair prizes.

Dominique reported that Denali Bug Camp was not happening in 2014. Coordinators have moved on.

Kruse: 102, up from 96 on the AKENTONET. Kruse will put out dues reminder.

Discussion: Burnside reported highest membership for a single year since inception was 22. Forty individuals have paid some annual dues over the years. (Bowser) we might consider a members-only benefit. (Sikes) send a special email to those who have paid in the past asking them to renew. (Burnside) we need something of value to offer to compel folks to renew – something only for members. (Sikes) suggest delay public access for a year for non-members. (Baldwin) intl carnivorous plant soc – the members join as there is a tangible product – they have a delay for non-members. All agreed there is always a percentage of membership that is not dedicated. (Bowser) not sure we have a critical mass to restrict access to any of our content to members only. However, we need to justify membership.

- Communications: website, newsletter

Website: (Bowser) website has not changed this year. Since we switched to Content Management System it works very well. Easy to post things on the website. Facebook page – different results posting

on it. Most organizations have dedicated 'posters' to put things up. News events and the website – you can subscribe to our website to get feeds (need a 'feed reader') and notifications of updates.

Newsletter (Bowser) will be putting out calls for inputs.

- Café Press T-shirt sales

(Bowser) we have sold \$114 in T-shirts/caps with profits of \$19. Shipping is very high. Open for suggestions on how to make it work. We are doing this mostly for visibility – as a representative of the society at Bioblitz, nature-based education events. Suggestions: T-shirts sold at events, stickers, magnets. Café Press makes stickers, etc. We can print T-shirts locally too. Other ideas: links to products on membership page. (Bowser) Any volunteers to be on a 'product committee'? Dominique, others showed interest, will talk to a local screen shop. Sheet being passed around to form a committee.

Election of Officers: Floor is opened for nominations: Jim said he would step aside as Secretary if there was interest. Roger said he would be interested in staying on as Treasurer. Matt said he would like to share website/newsletter duties. Liz Graham nominated for second VP term, Jill Stockbridge nominated for VP.

Motion to accept slate of candidates. Seconded, passed. Vote conducted to resolve VP: Jill Stockbridge elected as new VP.

- DISCUSSION: Managing the Treasury.
 - Options for growing our limited funds with a conservative investment strategy, possibly a couple of diverse mutual funds or index funds.

So far our money is in a checking account. (Stockbridge) knows a financial advisor and interviews people to find out what kinds of investments they wish to pursue, but charges an annual fee. (Burnside) we can do well as long as we diversify. We have enough funds to spread money into two or three mutual funds. We can go through an on-line brokerage like Ameritrade with little to no up-front fees. We can be smart about avoiding fees like holding longer than three months, etc. Fewest fees the better. We open a non-incorporated association/organization account. We would keep it highly liquid. Any fund can have a bad year, but the potential is better than 0% in a savings account.

Motion made/seconded to change AKES savings strategy to an investment/equity strategy.

Amendment made/seconded that Roger investigate and make a proposal to the board regarding said investment/equity strategy; once proposal comes back to the Board, Board will vote on it. Both motion and amendment passed.

(Bowser) we need to be able to build our assets to be able to do more with what we have. Lead in for next discussion topic:

- DISCUSSION: what more we could accomplish as a society that is not being done at present? We don't have to hit all of these, but let's discuss near-term and long-term goals/ideas for our society:
 - Acquisition of rare or hard-to-find literature for an akentsoc.org library.
 - Acquisition and archival/web distribution of field notes, e.g. acquiring Trevor Kincaid's expedition notes.
 - Starting our own peer-reviewed publication(s).
 - Some kind of real support for exploratory biological surveys, e.g. bioblitz or providing support for a student to travel to and sample some rarely visited corner of Alaska.
 - AKES funds to bring an entomologist to Alaska for 1-2 weeks who will collect, give one or more presentations, ID specimens in the museum, and possibly do a small workshop (e.g. on learning to ID taxon X to rank y) of interest to Alaskan entomologists?

(Sikes) Other societies have additional competitions for funds for field work – we can do this in Alaska. Most of these listed above are long distance goals after we build up our funds. Suggest \$100 at first. We might consider requiring membership for eligibility to compete. Other considerations – literature scanning; sponsor expeditions/collecting trips for field work; bring specialists up for workshops. Derek said he would ask Audubon member how they sponsor these things. (Bowser) would like folks to think about, and articulate, short term and long term goals and come to a consensus of what our direction is.

(Sikes) we should think about adjusting the monetary award for science fairs.

Motion made and seconded: reduce prize from a \$50 gift certificate to BioQuip to \$25 check and certificate. Passed.

(Sikes) Maybe we can grow member donations if we inform them what the mission is. (Kruse) Suggest a donation button on the webpage. Discussion about non-profit status/donation ceilings. (Burnside) \$25k requires IRS Form 990.

(Bowser) Think about the discussion topic below – synergy in having more organizations participating:

- DISCUSSION: Moving collection management to Arctos so that most entomology collection data from Alaska will be available through Arctos/GBIF.
 - Possibility of building some kind of consortium arrangement with Arctos: multiple AK entities; USFS, AKNHP, ADFG, USFWS, and other distributed Alaska collections (not just entomology collections) move to Arctos so that we could see each other's holdings and generally improve the integrity of our collections.

(Bowser) a number of other small collections that may have a steep learning curve, but good benefit if we can get these smaller collections on-line with Arctos. (Sikes) Susan Wise-Eagle has uploaded her data

into Arctos; spoke to John Hudson about getting his dragonfly data up; need to have updates made if there are changes to the records. Some records are just literature records, but ideally, everything is linked to specimens.

- Photo, farewell

Meeting adjourned at 1705.

Jim Kruse, Secretary, AKES