

OUTDOORS EMPOWERED NETWORK

2021 Board Meeting- #2

March 25, 2021
12 - 1:30 pm PST

<https://us02web.zoom.us/j/82264165756>

Meeting ID: 822 6416 5756
Passcode: OENBOARD

AGENDA

1. **Land Acknowledgement** (Seraph) **(15 min.) 12 - 12:15 pm**
 - Includes a framework for writing a land acknowledgement.
 - Questions:
 - How do indigenous people think about land acknowledgements? What advice or perspectives might they have for non-indigenous people on land acknowledgements?
 - Alison giving the land acknowledgement at the next Board meeting (May), followed by Marianna (July)
 - Seraph to organize a sign-up sheet so we can slot Board members to give the land acknowledgement for the remaining Board meeting in 2021
2. **DEI - Sharing** **(20 min) 12:15 - 12:35 pm**
 - Have you ever experienced a barrier to outdoor recreation? Please share. If not, have you ever witnessed such a barrier?
 - Why is DEI an important conversation to have in outdoor recreation and education? How is it important to you?
 - [Small group conversations]
3. **Updates** (Seraph) **(10 min.) 12:35 - 12:45 pm**
 - See list of updates below.
 - Hannah - New job; wants to do 5 hrs/week of work with OEN, and Seraph will be sorting this out with her directly; looking for someone else to help with social media marketing
 - Membership - Lots of interest from folks looking to build gear libraries (7-8 people who have reached out); thinking about growth
 - Are these organizations expressing interest in geographies where OEN wants to expand?
 - How do we manage entry for different members?
 - Which geographies and types of organizations are we prioritizing for OEN's growth? (e.g., have limited footprint in the South)

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- We need to do some math to understand how many member orgs we can sustain
- We started with larger organizations in the network, and now we've brought in more smaller organizations; and we're focused on diversifying the organizations too
- Want to figure out how we clarify our criteria for members; initially, OEN had very strict criteria, but now we're expanding those criteria for access and community-building reasons
- Having a mix of organizations (large and small) makes our network more robust; they can learn a lot from each other
- Careful not to grow too quickly to sustain the community among members; that's a reason to have a cap
- Seraph and Jessica to work together on the criteria and strategy
- Outdoors industry context - Increasing demand, and what's the impact on OEN? What might we expect?
 - Depends on the provider

4. **Strategic Planning Walkthrough** (Seraph/Rob) (15 min) 12:45 - 1 pm

- [Initial Strategic Planning document](#)
- See Seraph's recommendations below. Feedback and comments:
 - [No other feedback on the recommendations for the process.]
 - (JP) On criteria for membership, thinking: how aligned and willing to grow are you as an organization? How do we find set criteria for that?
 - Seraph to touch base with Jessica on membership; to develop a membership growth framework.

5. **Board Responsibilities** (Alison/Seraph) (15 min) 1 - 1:15 pm

- [Current Board Responsibilities draft](#)
- Board Input on:
 - Development
 - Active participation/leaves of absence, and when and how people step down
- Feedback and comments:
 - Board members should give an amount that's meaningful given their situation. That amount could vary.
 - There's a question about Board members who might be ready to transition out of the Board. Can we be more explicit? (e.g., that the Board can remove a Board member if necessary)
 - We don't have clear language about this in our policies and procedures. We should add this there and use this 2-pager for prospective members.

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- We need a process and culture that allows Board members to leave the Board. What if there's an unlimited 2-year term to create milestones for conversations about any transitions? 3-year terms?
 - Or there could be a check-in with each Board member to see how things are going? How their Board service is mapping out to their own individual goals? Check-ins to realign and reassess.
- Role of the Board nominations committee - How they're touching base with Board members.
- Don't want to give everyone automatic outs because we need everyone's contributions.
- Seraph and committee to: a) develop idea of ritual/check-in to make sure there's a conversation with each Board member; and b) determine when we'll make a decision on Board terms.

6. Board Recruitment (Alison)

(15 min) 1:15 - 1:30 pm

- Matrix/Rubric etc.
 - Need to look at racial composition of the board and hold ourselves accountable to diversify our board and that new recruits meet the following criteria:
 - Deep relationships in the outdoor industry.
 - Deep relationships to philanthropy
 - High level of leadership in DEI
- Roles leadership - needed and areas needed
- Feedback and comments:
 - We want more racial diversity in particular
 - Matrix is still a good tool - how we use it is what is important. Important to map our composition to these things periodically. Way for us to understand barriers, etc.
 - Working in another role on some language about clarity and transparency. If we value diversity and inclusion in the outdoors, that language can also be referenced when we talk about who's involved in leading the organization and we can reference the past too (that our Board was an all-white Board in the past).
 - Committee will meet to debrief + Board members to brainstorm any prospective Board members per the criteria above (contact Seraph if you have any leads)

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Agenda Details

Land Acknowledgement

- <https://native-land.ca/> as a resource
- [Yelamu Ohlone example](#)
 - Please use <https://native-land.ca/> for reference.
 - Whose land do you reside on? Work on? Were born on?
 - Can you share a brief history of these people?
 - Where do they live now?
 - Are they currently involved in any legal disputes around their current lands or resources, traditional lands or resources, or other legal matter?
 - Are they historically connected to any area that is now a National Park, National Forest, or other popular recreation area?
 - Does that park acknowledge their history and culture? Does that park romanticize their culture or treat them like pre-historic "savages"? Does that park acknowledge American/colonial responsibility for the loss of life and culture or do they put it in the passive tense?
 - Do they financially benefit from the tourism generated by the park?
 - What information do you have about their relationship to the land that inspires you or makes you feel gratitude?

Updates

- Onboarding Grow Outdoor Access - formerly Idaho Wilderness Training (\$500 + \$2500 gear support)
- Lots of interest in our membership from around the country, including 2 Native-led groups, 1 Latinx-led group, and 2 municipal groups with Black leads
- Member working group on access and inclusion
- Large shipment of "worn-wear" from Patagonia
- 1st online gear library complete
- [Current Financials](#), [2020 Financials](#), [Budget](#)
- Current \$ assets: \$65,188.16 in bank, \$11,170 AR; 6-months is \$64,919
- PPP Draw 1 forgiven, including EIDL money
- PPP Draw 2 funded for \$18,234
- Crowd-funding campaign at national grid
- \$20K Worn-Wear donation from Patagonia
- [Fundraising Tracker](#)

Strategic Planning Walkthrough

- How do we best balance the strategic planning needs with the limited volunteer board time and the current pace of growth and change in the industry.
- [Initial Strategic Planning document](#)

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- o I recommend a framework/vision with the following categories:
 - Diversity, Equity, and Inclusion
 - Membership Growth
 - Program Development
 - Advancement & Administration.
- o I would recommend that we use the Diversity, Equity, and Inclusion Framework that we developed last year as the strategic vision for the DEI section for the following reasons:
 - It gave us a clear action plan that led to effective programming and programming changes.
 - The framework was useful for evaluating our year at the retreat
 - It is expansive enough that we can shift our strategy as needed based on external and industry changes.
- o With the supervision of board members, I propose that I develop a similar framework for the other three areas.

Board Responsibilities

- [Current Board Responsibilities draft](#)

Development

A key responsibility of all board members is to actively contribute to the OEN's fundraising and fundraising strategies. Fundraising responsibilities include, but are not limited to:

- Personal donations: Board Members are expected to make OEN one of their top philanthropic priorities
- Expand the Donor Base
 - Crowd-Funding, including personal email campaigns to friends and family and Facebook birthday fundraisers
 - Introduction of potential major donors to OEN Development staff
- Assist with organization's development efforts where possible, by participating in fundraisers, identifying potential grant opportunities, and arranging/attending meetings with potential donors.

Board Terms/Participation:

There are no board term limits. If a board member is no longer able to fulfill the responsibilities listed above, they may need to consider leaving the board. Concerns about members not meeting expectations will be communicated via the board chair to the member in question. If a board member's inability to meet expectations is temporary, they may request or be encouraged to take a brief leave of absence.

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