

IAFI Board Zoom Meeting Notes
2020.08.15, 9:10-11:10 AM

Attending: Gary Ford, Jane Walpole, Mark Sundquist, Brent Cunderla, Jim Sheldon, Consuelo Larabee, Denis Felton, Gary Kleinknecht, Liz Kay, Lloyd Stoess, Melanie Bell, Sylvia & Rick Thompson, Lloyd DeKay

Gary F opened by talking about why and what we're updating is our [2020 Strategic Business Plan Draft](#)

1. There are 4 major areas: **Membership Services, Trail Advocacy, Education and Outreach, Organization, Administration and Finance**
2. A revised Strategic Plan should be ready for board approval by Sept/Oct
3. After approval, a short summary of the plan and our proposed activities for next year will be posted on the website.

Melanie will present a proposed bylaws change at the September 12th meeting. Since we are not having a fall board meeting because of the pandemic, we will not be having a fall membership meeting. The membership normally votes on new and renewing board members. We need a way that members can continue to serve until we have a fall meeting and membership meeting when this election can again occur. We will address this as a Bylaws change.

Lloyd Stoess, Sylvia Thompson and Liz Kay went through the [Membership Services Committee Report](#)

1. Memberships are down a bit but donations are up a bit, no appreciable financial impact
2. Sylvia is using MailChimp for membership cards, but it's not a perfect solution
3. Membership thank-you letters will be revised to change things up and reflect new benefits
4. Palouse Falls printed 1000 postcards that are hand-written and sent out as thank-you's
5. Palouse Falls and Lake Lewis email Floods Photos of the Month to their members
 - a. Suggestion: chapters ask members to contribute photos with details and short write-ups
 - b. Suggestion: weekly photos to ALL IAFI members, best of the month posted on website with call to become a member for the weekly photos.
 - c. Lloyd S and Liz K will work with Lloyd D to assess implementation
6. Consider how to set up automatic annual membership renewals (probably on PayPal)
7. Look at setting up surveys, Liz prefers Google Forms surveys for data analysis
 - a. Members survey - what do you like/dislike about your chapter and IAFI?
 - b. New/renewing members survey - why did you join/renew?
 - c. Non-renewing members survey - why didn't you renew? What can we do to get you back?
 - d. Ask chapters why their memberships increased or decreased?

Gary Kleinknecht went through the [Trail Advocacy Committee Report](#)

1. Trying to connect with Keith Dunbar but no responses. Can anyone help?
 - a. Need to renew/update MOUs with state transportation agencies
2. Will be monitoring Trail funding, esp. From the "Great American Outdoors Act"
 - a. When Trail funding is clearer, need to reconnect with state administrations (highways, etc)
3. Looking at making videos for each of the NPS brochure sites
 - a. Lindsey Schifferl has offered to do pro-bono videography compiling and editing
 - i. Check with Inspired Classrooms LLC, they may want to be involved
 - b. Videos could be shown at visitor sites and meetings, sold through them & IAFI Store
 - c. Would need board review and approval for expenditures
4. Gary F explained that Denise acted abruptly on NPS brochure due to work pressures
 - a. We've discussed doing an inventory of sites for Floods signage
 - b. Denise has other things in mind to discuss with Gary K

Gary Ford went through the [Organization Leadership, Administration and Finance Report](#)

1. Stated appreciation for Monte and Tayler continuing to provide excellent financial services
2. Noted that the process of board approvals ensures relevancy and that we stay on task
3. Noted use of Executive, Technical and Store Committees for special purposes
 - a. Have talked to George Last about joining the Technical Committee. No answer yet from him.
4. Noted that the effort to archive important records has slowed down

Melanie Bell went through Non-Dues [Revenue Generating Recommendations](#)

1. 1st year recommendations include:
 - a. Organize a Speaker's Bureau and charge a fee for speakers and services
 - b. Look into publishing and marketing proprietary e-books
 - i. Existing books (with permission)
 - ii. Our field trip collections?
 - c. Market ad space on our website.
 - i. Explore in conjunction with website redesign
 - d. Compile and market compendiums of IAFI field trip guides
 - i. Cheney-Spokane Chapter sells theirs for \$25 per compendium
 - e. Expand merchandise sales
 - i. Floods photo t-shirts/socks, stuffed mammoths, Floods features photos, photo note cards
 - f. Institute a monthly online subscription/donation program similar to PBS and others
 - g. Organize and market regional speaker/workshop conferences with registration fees
 - h. Additional suggestions:
 - i. Offer individual IAFI brochures - in singles and small sets to reduce mail costs
 - ii. Develop/market physical or digital Floods features jigsaw puzzles (adult & child versions)
2. 2nd year recommendations include:
 - a. Pledges (Promises from individuals to give in the future)
 - b. Bequests
 - c. Planned Gifts
 - d. Endowment Gifts
 - e. Sponsorships and Partnerships