

Leadership Retreat – NAI Wild West Region 8

Date: 6/4/17

Start: 10:44am

Break: 12:51pm

Re-Start: 2:11pm

End: 3:31pm

Attendees: Amy, Marissa, Kim C., Kim S.

Board Advisory Council Level Info

OU Manual

OU is now called “Communities.” NAI is not running sections. Sections are run like the regions. They are run by volunteers. Some sections are going to be closed because they are inactive.

Next round of Bilaws we will probably revert back to separate requirements for regions and sections. Regions and sections together are currently called “Organizational Units.” New term will be “Communities.”

We need to contact our members in Arizona to see if they are okay with combining with either Region 5 or 10.

We’re doing a joint workshop with Region 7 this year.

[Task Kim S.] Next newsletter, ask Paul for wording on what he sent to Region 5 and 10, to ask our Region 8 members if they are okay with the transfer.

Core Services

Quick review of our 2016 evaluation

Current Evaluation – Due Sept. 1

#1 – CORE SERVICE: Communicate with members about local interpretive topics and pertinent information through various means such as email, newsletter and social media.

Social Media

Facebook

[Task] Everyone post in your area that you’re working on. Be aware and post if you don’t see a post recently.

Kim C. – Scholarship info

Kim S. – request a special format from Paul or Jaime (works in NAI office; does Constant Contact formatting for newsletter email) to that we get a PDF; post link of newsletter to FB; post PDF

Amy – Trainings

Marissa – Workshop

[Task Amy] to add Marissa as an Admin to FB

Newsletters

Stephanie Ambrosia currently helping as the newsletter editor.

Website

[Task Amy] - Need to send login credentials and other info to Michelle Rivers

[Task Amy, Kim S., Kim C., Marissa] Go through every tab and note

1. What needs to be changed
2. Ideas of what could be changed

[Task Kim S.] Ask Stephanie to take a look and give input on changes

#2 - CORE SERVICE: Coordinate networking opportunities for members at various locations throughout the year.

Focus on SoCal and include Tilden Tuesday. Not currently going to worry about Nevada because they do not have someone who is interested in heading it up right now. There are only 23 members listed in Las Vegas.

Networking Opportunities

Ideas

1. SD- Weekly Museum Professionals
2. LA- activity/event piggyback with "Tilden Tuesday"
3. Riverside / Inland Empire – monthly 1st Friday Riverside Arts Walk
4. Orange County

This year we will focus on the 4 areas listed above.

Santa Barbara (currently considered as greater LA) – we need to get up there

Ventura (currently considered as greater LA) - we need to get up there

Identify interpreters who are not NAI members. Amy recently presented to "Inside the Outdoors." In the next year we can start reaching out more as a region.

For NAI Nationwide

3,765 renewals to-date; 1,513 non-renewals to-date; 6,229 members to-date = better than last year

#3 - CORE SERVICE: Provide information about training opportunities in the region and coordinate additional trainings.

[Task Amy, Kim C., Marissa] Any professional development or training information, please send it to Kim S. for submission into the newsletter

Identify one more training for 2017 to offer to our region.

Risk Management – to make sure nothing goes wrong, be sure to engage group. Crystal Ramos (CNC) is interested in giving a presentation, she's not officially an interpreter.

Content Specific / Place Based Presentations - Day Scott could do a Wetland Ecology presentation.

Diversity Inclusion – Marissa

Advocacy – Laura Torres (NPS Conservation Association)

Event Planning – Amy going to reach out to Sara Skinner

Webinars – Emily interested in giving ones that are regionally specific; place based.

[Task Amy & Marissa] will talk more about planning another professional development opportunity

[Task Amy] will connect with Aaron in Las Vegas area to find something in that area to promote

#4 - CORE SERVICE: Conduct yearly elections to fill needed positions and allow for leadership participation.

We have a buy and do not need to do elections this year.

#5 - CORE SERVICE: Coordinate a regional workshop once per year rotating through the different areas of the region.

Completed in March 2017.

#6 - CORE SERVICE: Offer scholarship opportunities for members to attend regional and national workshops.

Core Service description and What Success looks like contradict. Therefore we will change it to state "regional and/or national" because we only have enough money currently to sponsor a national conference scholarship

Region Workshop for 2018

[Task Marissa] will contact Donna Richardson to let her know that we are interested in doing a regional conference jointly with Region 7, with dates in Spring for a Thurs-Sun schedule in March or early April. With possibility of including NAI Board of Directors meeting there.

Chloe Donaldson is a (CIT)Trainer of Zantera employees (Donaldson_chloe@ymail.com)

[Task Amy] will email Chloe and CC Marissa to see if Chloe can help us make it happen.

Document everything that we do for this year's workshop so that we can create a manual of what needs to be done for the workshop so that future leaders can pick it up.

We need to have a budget draft for this workshop.

Future we want to offer more “meatier” workshops and expand from essentially 1 day workshop to more.

Suzanne Zraggen (Hogle Zoo in Utah) is our connection with Region 7.

Possible Dates: Mar. 22-25; Apr. 5-8; Apr. 12-15

GOAL: Workshop 2018 Dates set by end of June

Region Workshop for 2019

Living Desert Road Show, not a good spot for a multiple day workshop

Santa Barbara; Rancho Alegre Boy Scout Camp is a potential good spot. Amy and Kim C. have been there.

Task Delegation

Secretary

Newsletter – we have editor Stephanie right now and she goes through Kim and Kim sends to Paul. If editor wants to submit newsletter to Paul, that’s fine too.

Website – [Task] Amy to connect Kim with Michelle before June 23

Email – log in every few days

Meeting Minutes – email and share with our leadership team

Suggestion: highlight name in RED for each person’s task

Treasurer

Need to figure out a plan for Scholarship fundraising. We need a year where we have a year with numbers to work with (cost of a site facility, etc.).

Online Auction to be held at end of summer, Tag items with Region 8 tags. Stick with experiences as prizes so that they are easily mailed out by Region 8. Experiences would need to be good through end of the next year. Company that Amy researched is called “Bidding Owl.” Amy will look into this and talk with Kim C. after the Spokane National Conference.

Deputy Director

Region Manual – Secretary, Treasurer, etc. write up a section on what each position does and send to Marissa. Deputy Director will organize the information.

Director

Amy will be pulling more people into NAI that are currently working in So. Cal over next couple of years.

Strategic Plan – one needs to be made

Training Opportunities – idea would be a campout to get to know each other, yearly experience.
Idea would be Hole in the Wall and Mitchell Caverns

National Conference – Spokane

In 2016, Region 8 did not have a booth because it was only Amy attending last year. This year we will have a booth. This year registration will cost more if participants do not stay in the conference hotel. There will be incentives for participants to stay in the conference hotel.

Booth –

Wild West hang-out for people. Theme: Camp Wild West. Possible items/ideas: fire pit, bean bag chairs, camp chairs, picnic table, bug juice, prickly pear juice and trail mix. Create own buttons to fulfill the desire that people have for a pin. Could charge to make the pin. We would need a Button maker.

Man booth during the events, not during the day. Marissa will run the regional meeting because Amy is the Conference Chair.

Amy can get access to conference participants from our region and she can email them and invite them to our booth.

[Task] Kim C. will fill out a disbursement form to pay NAI for the booth

Idea – charge commercial members and open up to individual members to post pull-up displays

We need to look into purchasing a table cloth or a runner with our logo.

[Task] Amy will look up costs for pull-up displays and table cloths and runners.

We can do a call-out to the Interpretive Media members and our region to see if a graphic designer would donate their time for a pull-up display design. Kim C. knows a graphic designer that runs about \$50/hr

Campout

[Task] Amy will look into group campsites for Carlsbad, San Clemente areas for the following weekends: Sept. 22-24; Oct. 6-8; Oct. 20-22
