

**Western Field Ornithologists Board of Directors
Conference Meeting, Olympia, Washington
Wednesday, August 22, 2013, 11:00-4:00 pm**

Minutes prepared by Liga Auzins, *Rec. Sec'y.*

Board Members present: Ed Pandolfino, *Pres.*, Robbie Fischer, *Treas.*, Liga Auzins, *Rec. Sec'y.*, W. David Shuford, *Past Pres.*, Kenneth P. Able, Kimball L. Garrett, Daniel D. Gibson, Robert E. Gill, Ed Harper, Kurt Leuschner, Joyce Meyer, Frances Oliver, Dan Singer, Brian Sullivan, Debbie Van Dooremolen

Board Members absent: David Quady, *Vice Pres.*

Guests: Phil Unitt, *Editor, Western Birds (WB)*, Tom Blackman, Bob Dickerman, Jon Dunn, Katherine Waters

MINUTES

11:27am Meeting called to order, welcome, roll call

Minutes from December meeting unanimously approved **via motion by Joyce and second by Dan S.**

Next BOD Meetings: Confirmed conference calls for 6 November 2013 and 5 February 2014 both at 12:00pm (noon) PST.

11:29am FINANCE COMMITTEE

Update: Financial Software: The Committee is leaning towards selecting the APLOS software, an online program, and will make a decision by the next meeting. If anyone has questions contact Dan S. We will be able to share information on line.

- **Action Item: Dave S. will make decision on the financial software.**

Report: Recommendations from Investment Sub-committee: After analyzing cash on hand and expenses over the last three years, we determined that we have \$135,000. \$35,000 would stay in a money market account and \$100,000 would probably be invested in things like a ladder CD, (1, 2 and 3 year accounts). There would always be a 12 month period where the monies could become available.

- **Action Item: The Investment Sub-committee will present a plan at the Nov. meeting.**

Report: Membership: Note: Anyone who is a member of Black Hills Audubon or Washington Ornithological Society (WOS) was given a complimentary membership in WFO, thereby adding about 50 new memberships. We currently have 4 Patrons and 154 Life Members. The membership is stable and/or growing. We lost one Life Members this past year, Rich Stallcup.

Report: Finance: We are in good shape. We did extremely well on the NE California Trip, raising about \$10,000. The Cuban Trip raised about \$8,000. At the end of September we will have processed the expenses for this meeting. Given that we had 207 registrants, we are well beyond our projected profit of \$3,000 which was based on 160. We had about 40% local people that registered, of these, we typically expect to lose about 50%.

11:40pm PUBLICATIONS COMMITTEE

Report: Electronic *Rare Birds of California (RBC)*: *RBC* is completed except for Rob Hamilton's paragraph about the digital aspect and Tim solving the problem of stabilization of the photography of Peter's work for the covers. You can access it right now through www.wfopublications.org. You will be able to go through the WFO and the CBRC websites to see the book. We will not release the URL to the general public until the Board has had a chance to review it. You can see old records and new records. A copy of *RBC* will be in the silent auction Saturday night at the conference.

- Action Item: The Board should review *RBC* on website and send comments to Cat.

Report: Electronic *Western Birds (WB)*: Tim has volunteered to do a mock-up that will demonstrate how *WB* will look on an iPad type of device both in pdf and non-pdf format for all to review. After that he will be able to quote us a price for keeping it stable and putting it up on www.wfopublications.org as a back-up for SORA.

DISCUSSION: Adding a search window would streamline the process of searching for records. A suggestion was made to have a select group of people review it, so as to see what improvements and/or corrections can be made, i.e. beta testing, before it is launched to the membership.

- Action Item: Brian volunteers to lend his expertise to Cat and he knows some younger members of WFO that would like to review and test the beta version.
- Action Item: The Board needs to test the beta version.

Report: After Tim completes his tasks, then this with a budget gets taken to the Finance Committee for approval through the Board. Maybe a 5-10 year window will be required for the budget. Tim is the sign on person for the website and Ed is second. We have a 4 month window starting with the current issue. WFO will be dealing with the renewals for this as it is very expensive to contract out. Ultimately the Board has to make the decision on whom to go choose. Tim is recommended. Fees range from \$8,000 to \$10,000 to literally start the process for *WB*. Tim is the least expensive. The university presses, while possibly more stable, including having back-up, are currently out of our reach financially. Recurring maintenance fees are about \$250 – \$500 per issue.

- Action Item: Cat will ask Tim what kind of back-up plan he has in terms of keeping his business flowing in case of problems.

Update: Status of survey of members regarding electronic option for *Western Birds (WB)*: We determined that we only needed to have about 3 questions answered.

- Action Item: Cat will send survey to Ed who will send it through our electronic newsletter.

12:00pm Proposal: Symposium at the 2014 WFO Conference in San Diego resulting in a publication.

The tentative title would be "Trends and Tradition: A prospectus for a WFO volume on avifaunal change in western North America and the eastern Pacific." There are 3 aspects to look at: 1) interest; 2) affordability; 3) logistics.

1) There is great interest. Bob Gill has volunteered to edit the volume and Ken Able is also behind the project plus we could solicit people that could help in identifying contributors. We need to start getting papers now. Although we would solicit the public at large to reach people we are not thinking about, the primary intent is to solicit people individually.

2) We currently have about \$35,000 available in the Publications Fund for a project. We need to develop a budget as that drives other decisions, i.e., *Birds of Montana*.

3) We need to know the logistics by the next Board meeting. Deadline for next *WB* is the end of August 2013 and we need wording for this announcement. We are not, with the announcement, committing ourselves to the project financially as yet. Hopefully we would get 20 papers and publish a volume in the range of 400 pages. Physical copies, if any, would be at a minimum

- Action Item: A budget proposal by the Nov. meeting. Cat volunteers to generate 1-3 varied budgets.
- Action Item: Dave S. to present logistics at Nov. meeting

12:20pm REPORT: Status of *Birds of Montana*: Jeff Marks, the author, will have species accounts by the end of Oct. His estimate for the entire book was for the end of this year, but that might be optimistic given that there are some sections that were to be written by others. This project has been ongoing for 7-8 years. His initial contacts were with Oregon State University Press (OSU). If OSU is not interested, Jeff would like WFO to publish this book. He has raised some money by people who sponsored specific species accounts and he can raise more money if necessary. He is not interested in making a profit. He could sell 1,000 copies in Montana alone. Al Gilbert, the bird artist, has donated a painting of a boreal owl for the cover and also a ferruginous hawk for the inside. His sister, a world class book designer, will donate her services. There are species accounts on the website. There are no maps or graphics and there have been no outside reviews. Will this meet WFO standards? WFO will be providing proof-reading, editing, and publicity.

- Action Item: Meet with Jeff in next few days for updates on project.

12:35pm WESTERN BIRDS (WB)

REPORT: We have 5 papers for 44:(3) typeset now and we have almost finished copy editing of the CBRC report which will complete this issue, then onto to 44:(4).

Google searches on SORA may not be available until Jan 2014. We need to consider alternatives immediately, i.e. something that we have direct control over. Phil recommends JSTOR to enhance our visibility on Google. Although it requires an individual subscription, you can access JSTOR free at a library. JSTOR is a portal, a website that has journals and books of biology, science, etc., from organizations much smaller than WFO. It is an electronic library, password protected, and is widely used. JSTOR would cost WFO first as a subscriber and then the costs of preparing files that go to JSTOR. Although JSTOR does not provide citation tracking, Google Scholar is available for free.

- Action Item: Phil plans to 'apply' to JSTOR with the help of the Board.

12:45pm CONFERENCE COMMITTEE

Report: San Diego Conference 8-12 October 2014: Tom Blackman, President of San Diego Field Ornithologists (SDFO), has been an enormous help. SDFO is going to be our co-host and will play a major role with field trips. We will use this opportunity of being in San Diego, where WFO started, to celebrate WFO history.

Discussion: After deciding on a hotel, we need to identify a keynote speaker. Instead of a keynote speaker, we could do something related to WFO history, with possibly Ed P. as the speaker. Maybe we should include a pamphlet in the packets that gives history of WFO. Maybe

we could have the founders of WFO, Guy and Pierre, present. The speaker will have to make it interesting for everyone, including those members who are not from California. This presentation can't help but be California-centric. Maybe we can have two talks, one focusing on the Symposium and the other on WFO history. Possibly the Symposium could even be a concurrent session with its own separate keynote speaker.

We will be in a position to present our very first Swarth Award which will happen at the banquet as well.

The reception will be at the hotel, but we should have a second reception the day before at the museum.

Note: After the San Diego Meeting Robbie and Ed P. are both retiring from doing meetings.

- **Action Item:** We need some people to step forward to take over those roles.

Update: 2015 Conference MONTANA: Tabled until November meeting.

EXECUTIVE SESSION AND BREAK 1:30-2:20PM

2:20pm OUTREACH COMMITTEE (Ed Pandolfino (President's Newsletter), Cat Water (Webinars and WB Newsletter), Cliff Hawley (FB), Jon Dunn, Frances Oliver, Chair)

Frances distributes WFO business cards to all WFO Board members and Officers.

- **Action Item:** Frances plans to redesign card to make website address more prominent.

Report: Last year at the retreat we decided we wanted to have a robust membership both demographically and geographically and that we needed to be visible through the electronic media and also regional outreach. We developed an electronic media newsletter through the *Get Response* program. Out of about 1800 e-mails sent out, only one person chose to 'opt out' of receiving this type of communication. Patrons and Life members like being notified ahead of others regarding field trip sign ups. Our Facebook (FB) page is being monitored by Cliff Hawley. We have reached over 1683 people and received over 1100 'likes.' FB posts field trip reports, registration online for our conferences, the winners of scholarships, and job and volunteer opportunities. Frances monitors FB daily. In trying to develop liaisons with other states, response has been very much less than enthusiastic. Gift memberships (up to three \$20. memberships per year/ board member), are another avenue. Jon Dunn has outreached to Oklahoma Ornithological Society and has Cat to Colorado Field Ornithologists.

Discussion: Possibly reducing rates to other like minded but out of state groups might encourage them to join. Some of the problem in keeping out of state members lies in the fact that *WB* is California-centric when it comes to its content, therefore we should also try to get appropriate papers including other states BRCRs so that out of state members can feel some ownership towards the organization. Although we had wonderful participation of local people and leaders who happen to be WOS members, actual direct support by WOS was not really evidenced. We should do more electronic outreach, i.e., when the first issue of *WB* is available digitally, we could offer that first issue for free, but the person would have to provide an e-mail address which allows Ed P. to send his messages to 100,000 people versus 1,000 people, i.e., Cornell Lab's e-mail list right now is on the order of ½ million but the membership is less than 100,000.

- Action Item: The outreach committee will meet before the Nov. meeting to develop some specific suggestions that the Board can evaluate and vote on.
- Action Item: Ed is looking for ideas for the next President's Message ASAP, besides what WFO does, scholarship program, electronic media, and upcoming conference, thanking WOS and Black Hills Audubon for their assistance for the past conference, and that WFO is looking for beta testers.
- Action Item: The Board needs to test the beta version of *WB*.

2:47pm FIELD TRIPS COMMITTEE

Update: We just completed two very successful trips to Cuba and NE Ca. Our next trip is to Montana in late spring 2014.

- Action Item: Ed H. will have a budget proposal to present to the Finance committee.

Discussion: If members cannot afford to go on fund raising trips, perhaps we can have some affordable trips that aren't fundraisers which might be in part subsidized by fundraising trips. If we have a volunteer leader, we can put it out electronically and we can run the trip. The next three trips, Montana 2014, Cuba 2015 (led by Kimball), and NZ 2014 are fund raising trips.

- Action Item: Kurt is soliciting ideas and leaders for more trips - long or short.

Announcement: The New Zealand trip is November 23rd- Dec 8th 2014 for 12 participants. The pricing is set with up to a \$700 profit for WFO per attendee. Kurt recently met with Mark Hangar, Vice-President of the Royal Forest and Bird Protection Society, the largest conservation organization in NZ. The company we are using is Nature Quest, owned by Mark and one of his top guides, Mark Aird will be leading this trip. Kurt's will be co-leader. The trip will be priced at close to \$5,000 without airfare. There are some conservation elements built into the trip, i.e., visiting sites that the Society is supporting. Some funds will go to contribute to these projects.

3:24pm ACCESS TO MEMBERSHIP ROLLS: Tabled until Nov. meeting.

Note: The Board thanks Ed and Joyce for picking a great location for the Olympia meeting.

Note: The Board bids adieu to and thanks Debbie Van Dooremolen, Brian Sullivan and Osvel Hinojosa-Huerta for their service.

3:25pm Motion made to adjourn by Ken seconded by Debbie and passed unanimously.